No. 293 March 1990

MAD

Our Price $1.75 Chilling!

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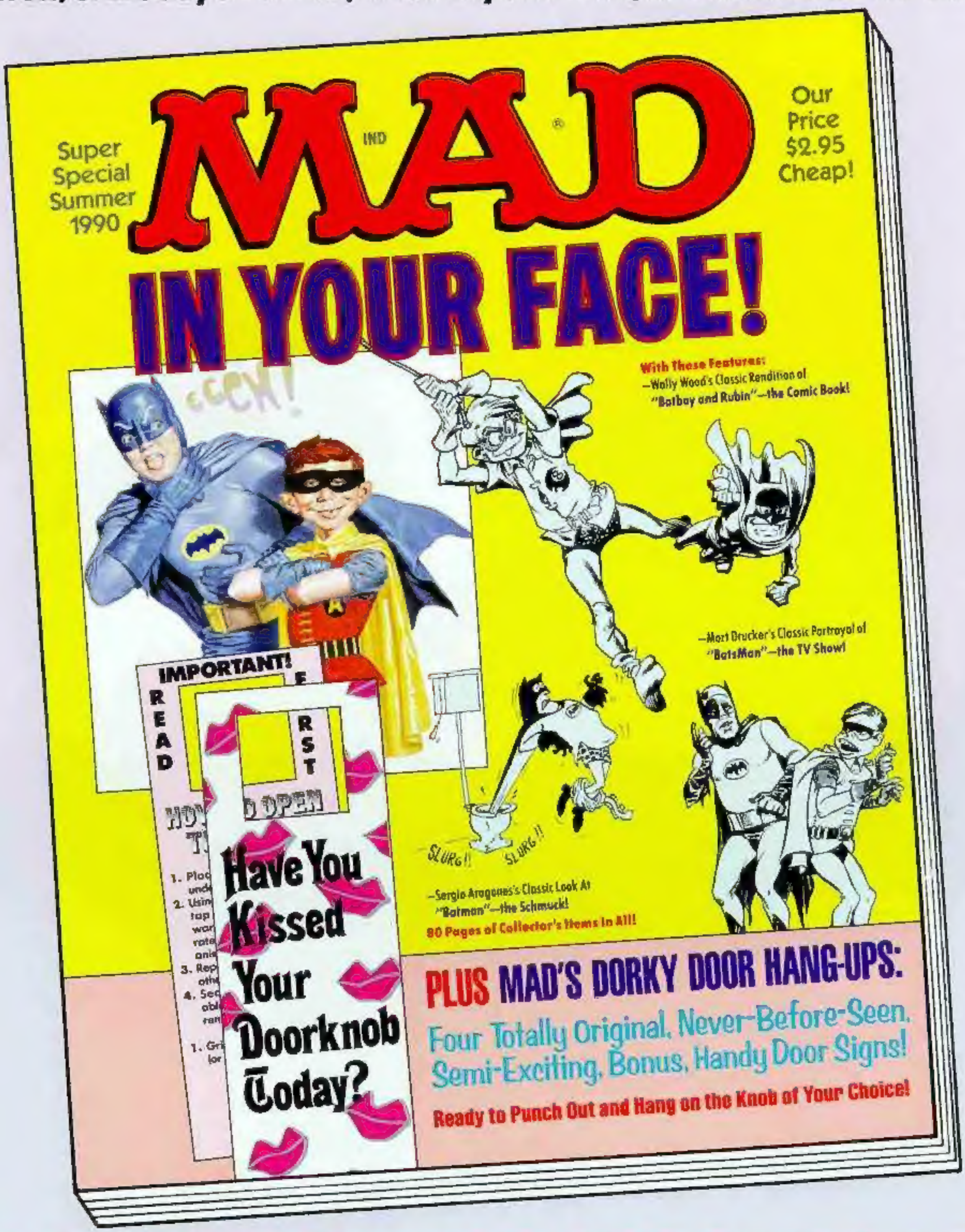
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NUMBER 293 MARCH 1990

MAD

"It's not just the ups and downs that make life difficult. It's the jerks." —Alfred E. Neuman

WILLIAM M. GAINES *publisher*

NICK MEGLIN, JOHN FICARRA *editors*
LEONARD BRENNER *art director* **TOM NOZKOWSKI** *production*
CHARLIE KADAU, JOE RAIOLA, SARA F. FRIEDMAN *associate editors*
DICK DE BARTOLO *creative consultant*
JACK ALBERT *lawsuits* **ANNE GAINES** *logistics*
GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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FRONT COVER ARTIST & WRITER: SERGIO ARAGONES

BACK COVER ARTIST: BOB CLARKE

BACK COVER IDEA: JOEL Z. KRISANDA

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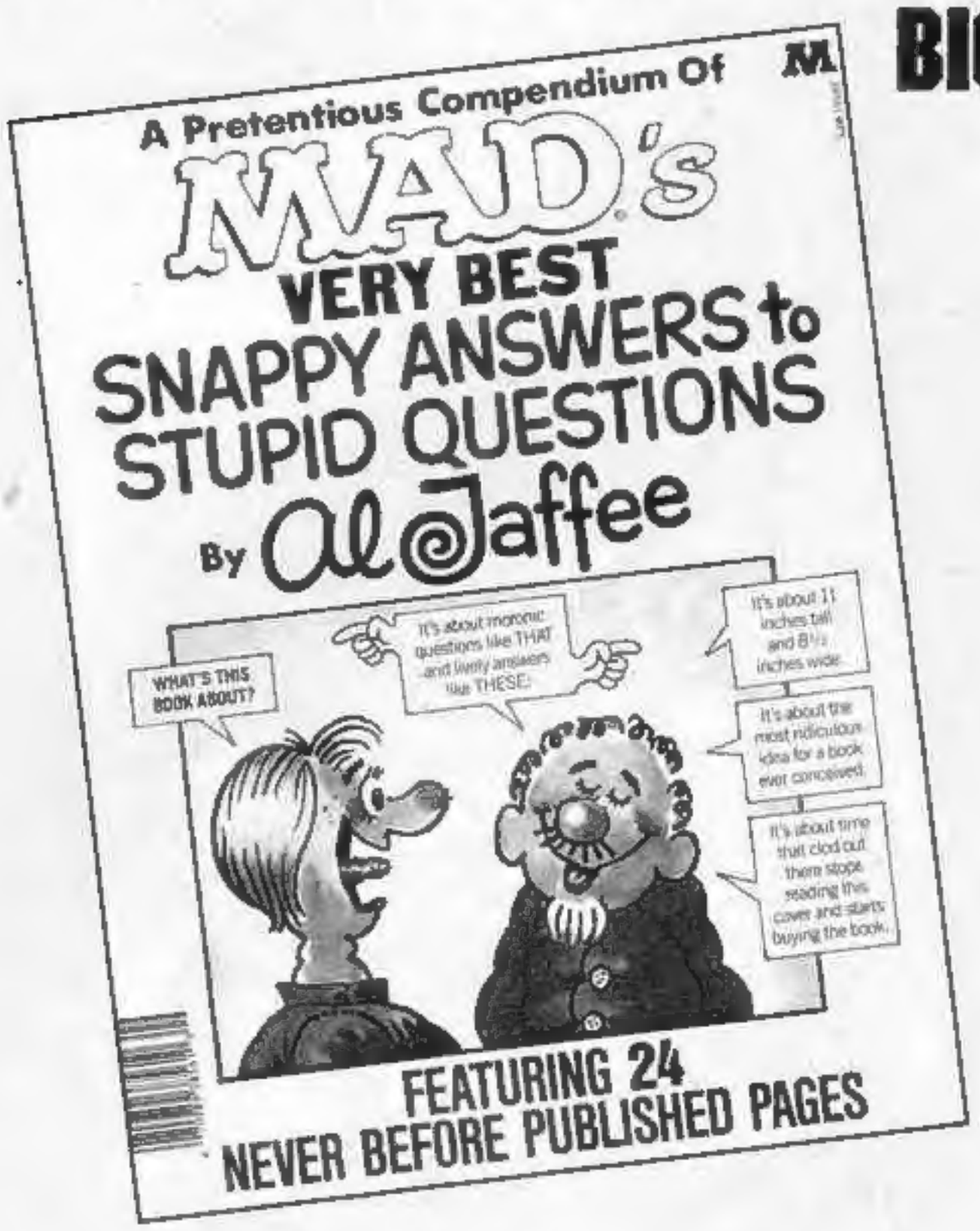
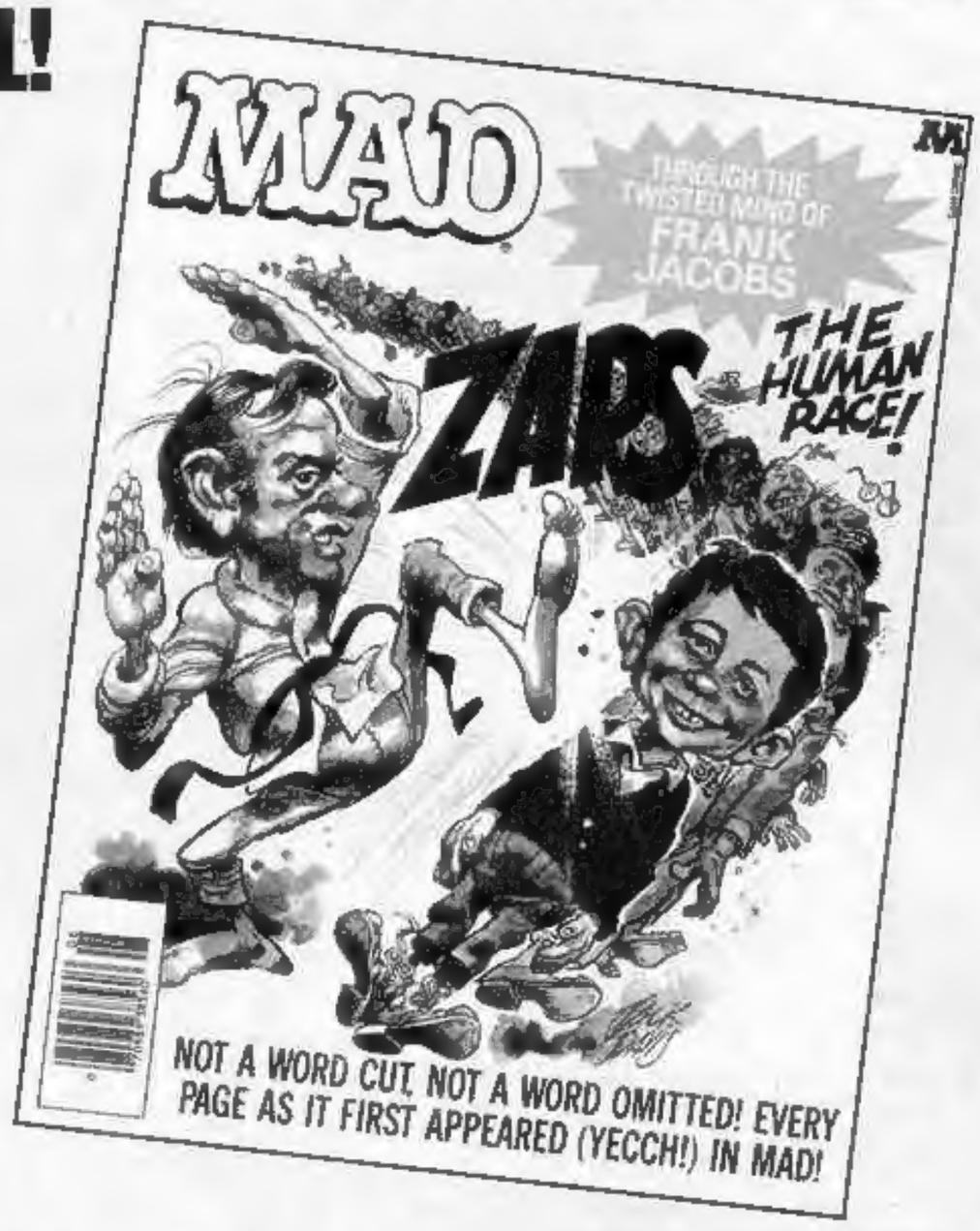

A Pretentious Compendium Of
MAD's
VERY BEST
SNAPPY ANSWERS to STUPID QUESTIONS
By Al Jaffee
WHAT'S THIS BOOK ABOUT?
It's about moronic questions like THAT and lively answers like THESE!
It's about 11 inches tall and 8½ inches wide.
It's about the most ridiculous idea for a book ever conceived.
It's about time that clod out there stops reading this cover and starts buying the book.
FEATURING 24
NEVER BEFORE PUBLISHED PAGES


MAD
THROUGH THE TWISTED MIND OF FRANK JACOBS
ZAPS
THE HUMAN RACE!
NOT A WORD CUT, NOT A WORD OMITTED! EVERY PAGE AS IT FIRST APPEARED (YECCH!) IN MAD!

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LETTERS AND TOMATOES DEPT.

SETTING THE RECORD STRAIGHT

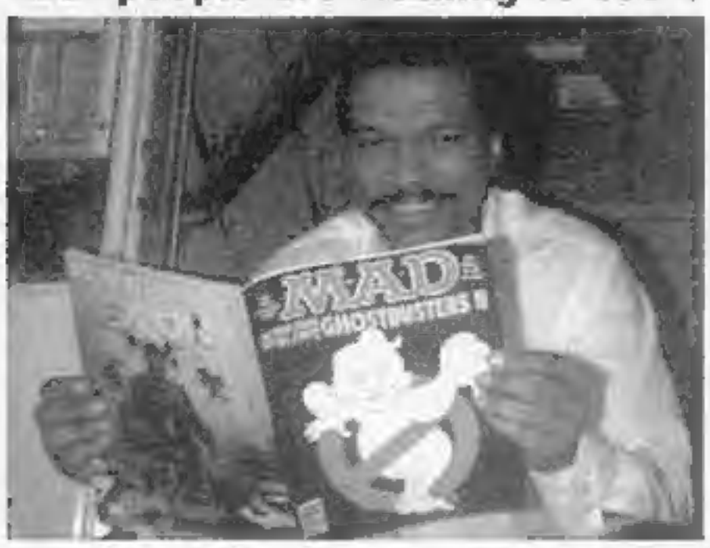
In your intro to "Battyman" in MAD #289, you stated that the "hot-action, feel-good hit of the summer that people are flocking to see" was *Ghostbusters II*. Then, in MAD #290, your intro to "Grossbusters II" declared that the "hot-action, feel good" etc. was *Batman*. To top it all, your intro to "Inbanana Jones and His Last Crude Days" in MAD #291 claimed that it was a tie between *Batman* and *Ghostbusters II*! So just what the hell *is* the "hot-action, feel-good hit of the summer that people are flocking to see"?!?

Dave Stevens
Santa Cruz, CA

We're not really sure Dave, although we do know that it sure as hell wasn't "Star Trek V"! —Ed.

MAD #290 PHOTO NEWS

People sure like posing for pictures with MAD #290! Although our satire "Battyman" appeared one issue earlier, *Batman* star Billy Dee Williams (top photo) probably prefers this issue because in the intro to "Grossbusters II" we call *Batman* the "hot-action, feel-good hit of the summer that people are flocking to see"!



Also pictured with MAD #290 is P.J. Fancher of Gainesville, FL. P.J. is exploring the world of copyright infringement by creating his own MAD/Ghostbusters T-shirt! You should be getting a letter from MAD attorney Jack Albert any day now, P.J.! Ha!

CELEBRI-TEASE

I saw those photos of Dave Berg with Sylvester Stallone and John Amos on the letters page of MAD #290, and I wanted to let you know that Dave is not the only MAD artist who rubs elbows with celebrities! Recently, while in Honolulu, I ran into Sly Stallone too! As we were barking back to the many fine times we've had together, who should amble by but Magnum, P.I. himself, Tom Selleck! Just as they were leaving, I sported top fashion model Christie Brinkley and Mrs. Burt Reynolds, Loni Anderson, sauntering by the same Honolulu mountain! What a joy to hang out with the four of them!

Sergio Aragones
Bill's Celebrity Photo Lab
Ojai, CA

Sergio and friends.

COAST LINES

I would like to comment on how the east ridicules California. Most Californians are very intelligent. If they weren't, how would you explain all the marine biologists, oceanographers and marine animal trainers that come out of California and places like the San Diego Zoo and the Monterey Bay Aquarium, huh?

Rose Raymond
San Diego, CA

Rosie—it is not our job to explain, but merely to ridicule and mock! mock! mock! the misguided rantings of those who ask for explanations. In your case, however, we will make an exception. Most marine biologists come from California because THAT'S WHERE THE OCEAN IS, YOU DIRK!—Ed.

ATTENTION MAD ART LOVERS!

Imagine owning original color cover art or black and white inside art by your favorite MAD artists! (Okay, so it's not such a hot idea, but play along with us anyway!) The artwork for early issues of MAD is being sold through a series of special auctions.

If you are interested in bidding on this rare and collectible artwork, write to Russ Cochran, Box 469, West Plains, MO 65775 for complete information. DO NOT WRITE TO MAD! The next auction will be held sometime in February 1990.

MORON MAIL

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Gerritt Lagemann
Gahanna, OH

True, but you receive no credit because you failed to show your work! Have your parents sign this letters page and return it to us!—Ed.

Please Address All Correspondence To:
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New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addessed, stamped envelope and a note congratulating Charlie and Candace on their matching aqua-marine jackets!

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (*Required by 39 U.S.C. 3685*) **1A.** Title of Publication: MAD **1B.** Publication No. ISSN 0024 9319 (324520) **2.** Date of filing: Oct. 1, 1989 **3.** Frequency of issue: Monthly except Feb., May, Aug., Nov. **3A.** No of issues published annually: 8 **3B.** Annual subscription price: $11.75/8 issues **4.** Complete Mailing Address of Known Office of Publication: 485 MADison Avenue, New York, New York 10022-5852 **5.** Complete Mailing Address of the Headquarters of General Business Offices of the Publishers: 485 MADison Avenue, New York, New York 10022-5852 **6.** Full Names and Complete Mailing Address of Publisher, Editors and Managing Editor: Publisher: William M. Gaines–485 MADison Avenue, New York, New York 10022-5852; Editors: Nick Meglin, John Ficarra–485 MADison Avenue, New York, New York 10022-5852; Managing Editor: None. **7.** Owner (*If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock.*) E. C. Publications, Inc., wholly owned by Warner Communications, Inc. a publicly held corporation–75 Rockefeller Plaza, New York, New York 10019. **8.** Known bondholders, mortgages, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities: None

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11. I certify that the statements made by me above are correct and complete.

William M. Gaines, Publisher.

SEQUEL OPPORTUNITY DESTROYERS DEPT.

Remember the movie about a police team—Buggs and Martyr—who leveled everything in sight anytime they were out on assignment? They got away with their shenanigans under the guise of "police work." Well, they're back and in this sequel they do a ton of

LETHA

Come on **Martyr, speed up!** We're **only** going **65!**

But we're going 65 into **on-coming traffic!** That should count for **something!**

The faster you go the faster **you** get to **your retirement** and the faster **you** will be **rid of me!**

Hang on, **Buggs! I'm floorin' this sucker!**

*Sgt. Buggs, this is your **last warning!** Stop your pursuit **now!** The crooks had a **crack-up** over an hour ago! You and Martyr are chasing **NO ONE!!!***

Sgt. Buggs and Sgt. Martyr have a **love-hate relation-ship!**

Yeah, Martyr **LOVES** to **HATE Buggs!**

POL

ONE W

ARTIST: JACK DAVIS

What **awful, rotten, lousy luck!**

That the **crooks got away?**

No, that they had an **accident!** I mean, that was such a **GREAT chase!**

Well, we can **always** do what we did **last time. Rent** the crooks **another car** and pick up the **chase** where we **left off!**

Buggs, what **is** that **all over your face?**

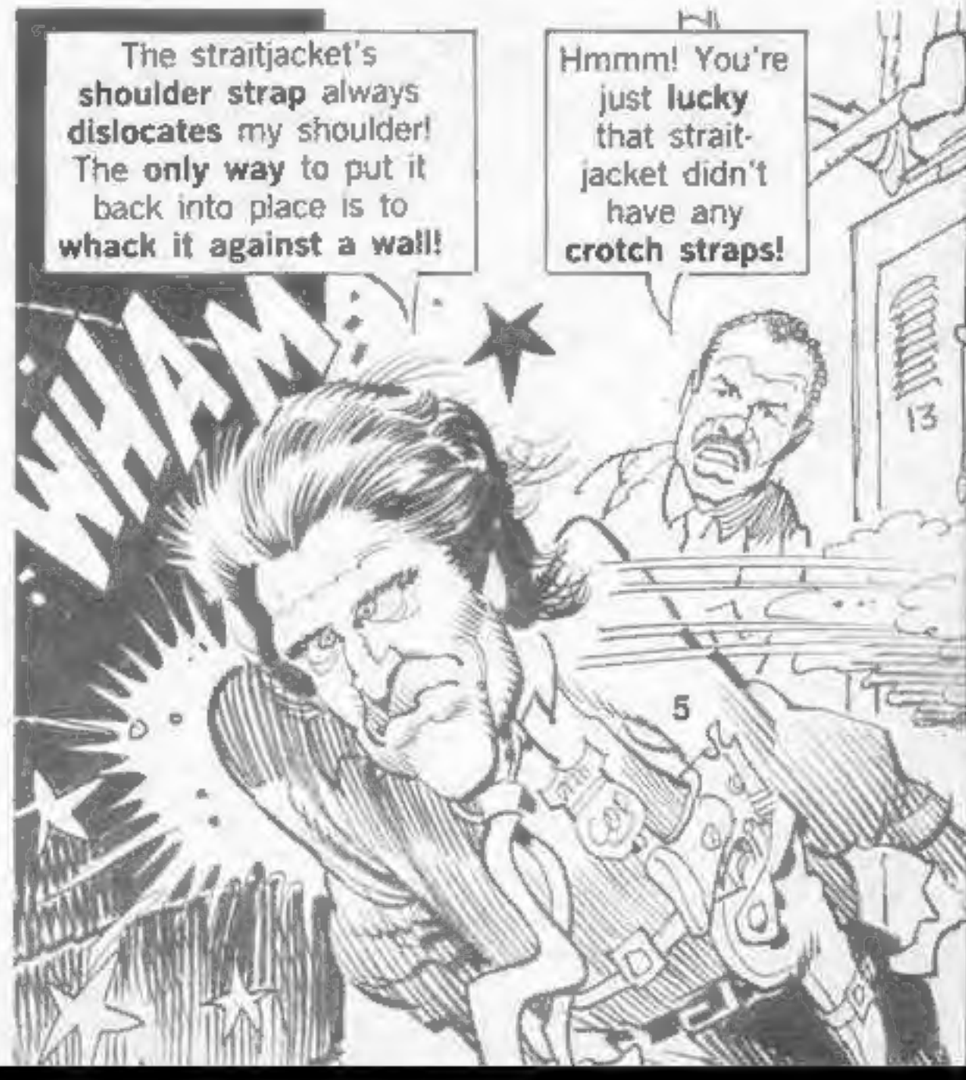
Grey Pou Pou mustard! Some **jerk** in a fancy car was **handing** a jar of it to some other **jerk** in a fancy car when we **squeezed between them!**

L WRECKIN' TOO!

You would think the **cops** would **stop those two idiots** from **driving** like that!
Those **two idiots ARE the cops!!**
Look at Bugg's **stationwagon!** The **fender** is a **different color!** He must have had to have it **replaced!**
Wrong! The fender is **original!!** It's **everything else** he's had to **replace!**
Did Buggs and Martyr's **crazy driving squeeze** you into the **guard rail?**
No. **Innocent bystanders** are **always** just **two inches wide!**

WRITER: DICK DEBARTOLO

Buggs is practicing to get out of a **straitjacket!** You never know when some crazy thug is going to get the drop on you, **strap** you in a **straitjacket** and **dump you** in the **river!**
Whew! that sounds like **one devious set-up** to me!
It is pretty **devious** for thugs to be **setting up** Buggs to **kill him!**
What **thugs?!** I mean it's pretty devious of the **writers** to be **setting up the audience** for a **hokey escape scene** later in the movie!


The straitjacket's **shoulder strap** always **dislocates** my shoulder! The **only way** to put it back into place is to **whack it against a wall!**
WHAM
Hmmm! You're just **lucky** that strait-jacket didn't have any **crotch straps!**
13
5

I have a **new assignment** for you two—**protecting** a **witness** named **Leo Gutz!**

What's the **deal?** Who wants to **kill him?**

Everyone who's ever **met** him! Including **me!** And **I** only **spoke** to him on the **phone!**

I'm **Leo Gutz!** I need **protection** 'cause I **spilled** my **guts** to the **police!** Get it—**Gutz** and **guts??** Okay, maybe that joke's too **sophisticated** for **cops!**

Martyr, I'll **flip you** to see whose **gun accidentally** goes off in **Gutz's guts!**

Why did you **give yourself up** and **squeal?**

My **conscience bothered me!** I was paying for everything with **filthy drug money!** So I turned **state's evidence**, and **now** I pay for everything with **clean, safe taxpayers' money!**

Hmm . . . Leo, does the name **Leona Helmsley ring** a **bell** with you?

The chief says you were **laundering drug money** and turning it over to some **big-time thugs! How** did that scheme **work?**

Easy! I deposit a check in **YOUR** name . . . Then I **issue** a check in **HIS** name . . . Then I **open** an **account** in **BOTH names!**

And when did the **trouble** begin?

When I started **keeping EVERYTHING** in **MY name!**

I gave him a **$20 tip** on a **$6 tab!!** What the hell does this **waiter want?**

He wants you **dead!**

EVERYBODY wants me dead! I'd like to meet someone **original** for a change!

Come on, **hit** the little **&¢@#!! Nuts!** This waiter has **terrible aim!**

BANG BANG BANG BANG

I wish people would just use the **high board** instead of **jumping out** the **hotel windows!**

There go two **more** jerks who thought their **hotel suite** had a **balcony!**

Hey, hey, hey! We just **ate!** Shouldn't we **wait** an **hour** before going into the **pool?!!**

BANG BANG BANG

Thanks for letting me **drive** with you guys, but do you **always** go **70 mph** in a **35 mph zone?!**

No, we'd **step on it** if we were **chasing** someone!

Hey! That's the **house** where I used to drop off **laundered money!** I remember the **address . . . 23 Sleazebag Road!**

ONE WAY

How **dare** you **bust in here!** What's the **charge?!**

Fondling large sums of **money without** the owner's **permission!**

You **jerks!** I have **diplomatic immunity!** You can't even give me a **parking ticket,** even though my **Jaguar's** parked **illegally outside!**

Not any more! I accidentally knocked your Jaguar **off** the **cliff** when I **pulled up!** So you're **okay** as far as the **"No Parking"** sign is concerned!

There's a bomb under the **toilet!**

That's rather **drastic!** Did you try a laxative?!

They're **trying** to **kill** us! Thanks for coming to **help!** I'd **hate** losing your **friendship** at a time like **this!**

Hey, pal, at a time like **this,** I'd **worry** about **losing** something **else!**

"Dear **American Express,** I know I owe **over $20,000,** but I'm **not paying it!** I have **diplomatic immunity!"** Send the same note to **Visa** and **MasterCard!**

You really **push** that **diplomatic immunity** line, don't you, **Mr. Rude!**

How did you get **past security?!**

I used our **new weapon: Leo Gutz!** He spoke to the guards for **three minutes** and they all **quit** and **went home!**

This office **looks expensive,** but the **floor** is covered with **cheap plastic! Why?!**

It keeps the **dead body** from **staining** the **rug!**

I don't **see** any **dead body!**

How **careless** of me! **Shoot him, boys!**

I'm **glad** you escaped from that **last panel,** but **what** are you **doing here?**

I **followed you** from the **Embassy!**

You're a **better cop** than I **thought!**

Not really! I **thought** I was following your **boss!**

So, you **think** your **boss** is up to **no good?**

Yes! I'm **only** a **secretary,** but I'm paid **$2,000 an hour, cash!** Sure it's not all good news—there's no **retirement plan!** Then again, who needs it? No one who works for Mr. Rude seems to **live** for more than **five days** anyway!

Stain's **barking** ... he's **warning us** of **approaching helicopters!**

You can **tell that** from **just three barks?**

Yeah! **One bark** is trouble by **land, two barks** is trouble by **sea** and **three barks** is trouble by **air!**

Wow! Next to him, **Lassie sucks!**

1 BARK
2 BAR
3 BA

I'm **angrier** than **ever!** Let's put our **badges** away! That way we're **not cops anymore** and we can do **anything we want!**

I'm **not sure** it really works like that. Then again, we **hardly** follow any **police procedures with** our **badges now,** so what the heck! Do you have **a plan?**

I'm going to **kill** every one of those **&@%$#!**

Great. That's **more detailed** than **most** of your **plans!**

ONE WAY

Great! I escape from a **chopper attack,** and then they **tie me up** in a **strait-jacket** and **throw** me **overboard!** Thank God for that **earlier set-up scene!** Getting out of this is going to be a **snap!** Wha—Look who's down here... **Reeka!** Boy, first these guys **killed my wife** and now **my girlfriend! No wonder** it's **so hard** to find **women willing** to **date me!**

Talk about the price of real estate **plummeting!**

When I go after someone, I leave **no stone unturned** and **no house upright!** I only wish I had **moved** my **truck out of the way!**

Gee, they told me they were **moving,** but I didn't think they **meant this!**

KA-VOOOM

Look at this **refrigerated container!** It's **full** of **cold cash!**

Buggs, that ship, the **Aloe Vera**... It's **setting sail** for **South Africa tomorrow!**

You think you're so smart... Okay boys, **open fire!**

Ten of them to **two** of us! It's **great** the **odds** are in **OUR favor** for a change!

Refrigerator Container

HANDLE WITH CARE

COLD CASH

He's nicked and you're dead! **Say goodbye!**

I can **shoot you** any time I **want!**

But you **won't!** I have **diplomatic immunity!**

I have something that's **better** than diplomatic immunity! **A license to kill!**

Wrong! Only **I** have a **License to Kill! You** only have a **Learner's Permit!**

POW POW POW POW POW

007

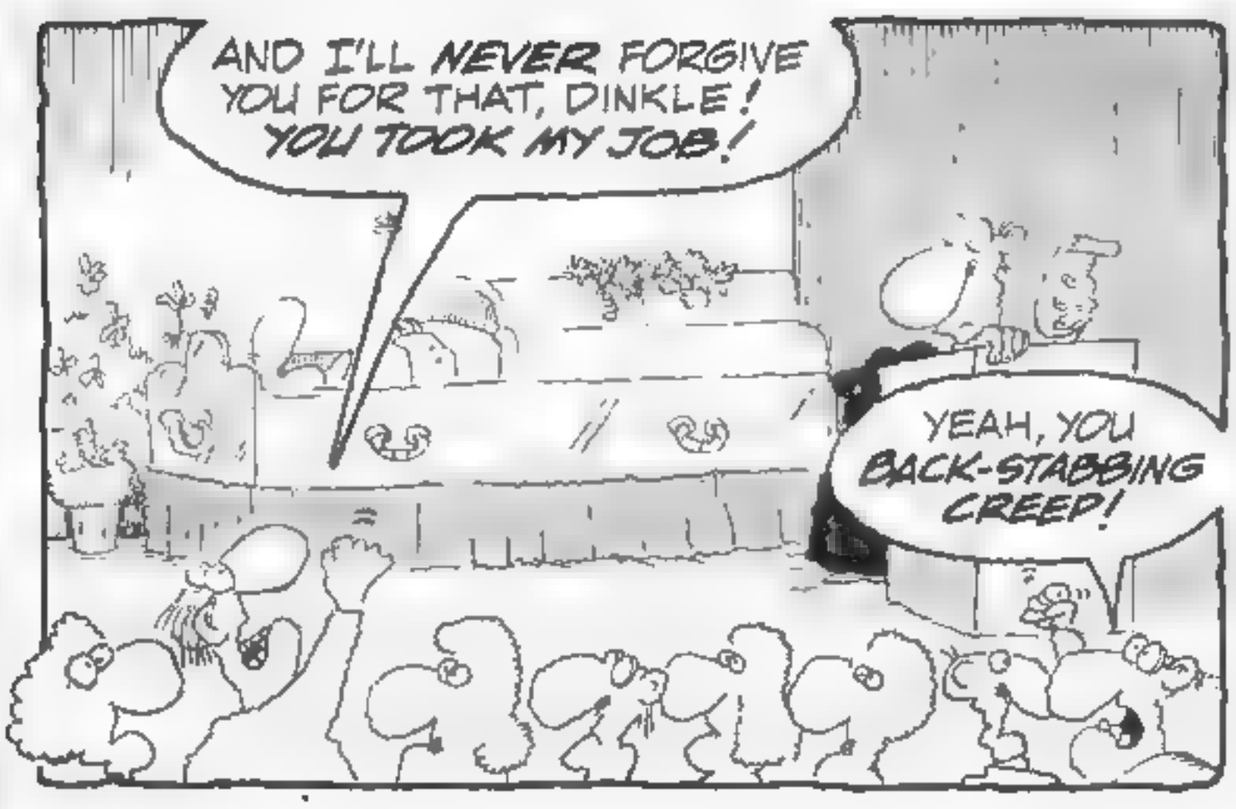
All right, Leo! **Rude** and his **slimy helpers** are **all history!** No one's going to be **gunning** for you **anymore!**

That's **good news!** But hey, hey, hey, I got **better news!** You guys are **no longer a team!** I **signed up** as a **cop!** From now on **we're a trio!**

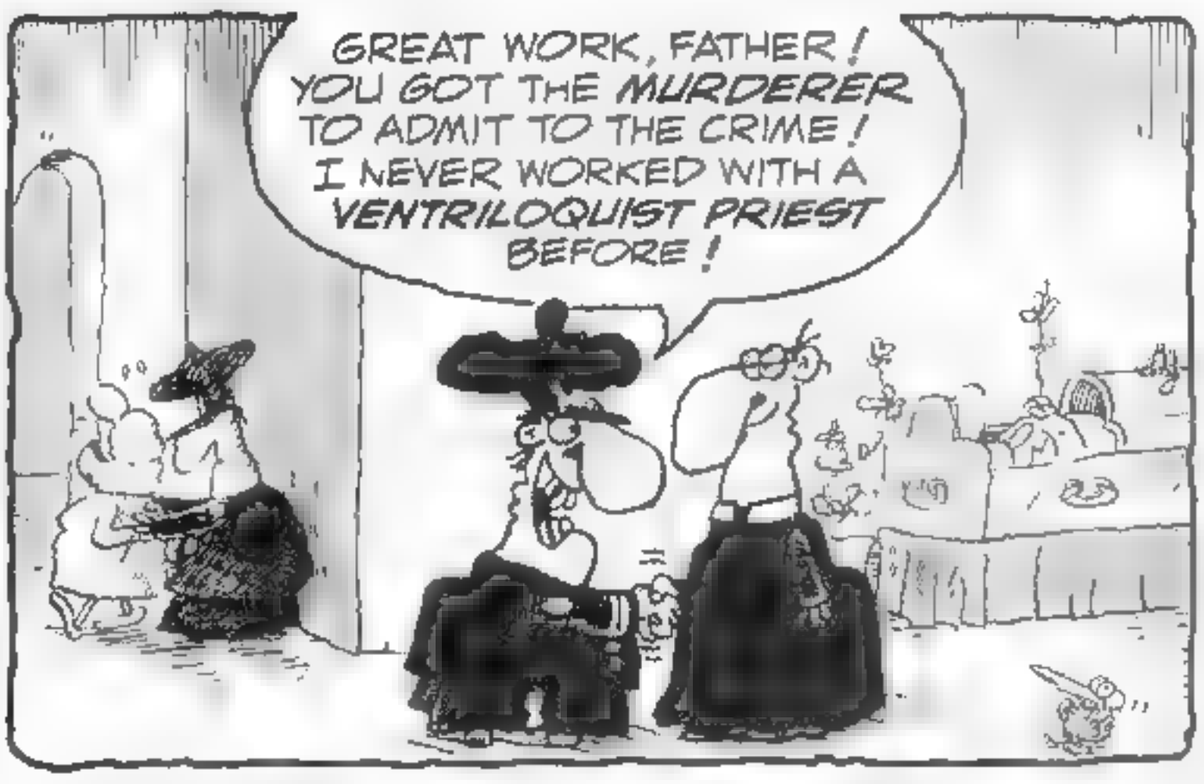
Kill 'em, kill 'em!!

Me, **I'm first!** Let me **shoot first!!**

THE EXTRAORDINARY EULOGY ENTRAPMENT



YOU GOT THAT RIGHT! HE MARRIED HER, BUT HE REALLY LOVED ME! BUT I WAS JUST A RECEPTIONIST--GOOD ENOUGH TO USE AS A PLAYTHING AND HAVE HIS BABY-- BUT NOT GOOD ENOUGH TO MARRY! AND THAT'S WHY I POISONED YOUR COFFEE, YOU SWINE!



HUMOR IN A VERNACULAR VEIN DEPT.

It seems that Charles Berlitz, the renowned writer of language books and the founder of many language schools made a drastic oversight in his teaching methods! Mr. Berlitz failed to con-

MAD'S HANDY FORE

For Various Types of Am

FOR THE TRAVELING YUPPIE IN SPAIN

Excuse me, where can I get my portable cellular phone repaired?
¿Disculpame, donde peudo reparar mi teféfono portátil celular?

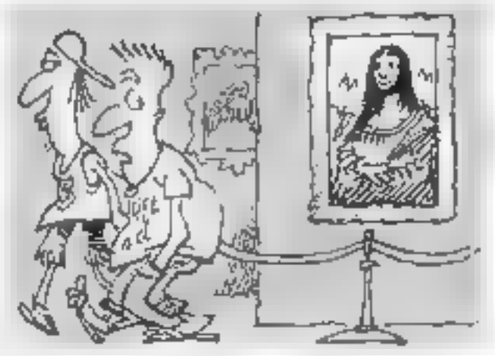
Don't bother with the tour bus, sir. We're renting today's excursion on videocassette.
No se preocupe por el autobús, señor. Vamos a alquilar la excursión de hoy en videocassette.

We need plane reservations to get back by Tuesday afternoon. We want to rest up a bit before we watch *thirtysomething*.
Necesitamos las reservaciones de avión para llegar para el martes. Queremos descansar antes de mirar thirtysomething.

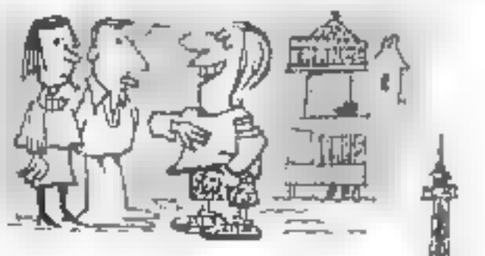
No stamps please. I'll be faxing this postcard.
Mingunos sellos, por favor. Voy a fax esta tarjeta postal.

FOR THE TRAVELING CALIFORNIA AIRHEAD IN FRANCE

Frightful, dude! That ugly chick keeps glaring at me!
Fais gaffe, mec! Cette horrible gonzesse me regarde!



Hey, I speak a little French. Like BON Jovi, man!
Hé, je parle un peu Française, comme BON Jovi!



Like, where's the skateboard ramp?
Dis moi, où, est le circuit de skateboard?

Dude, what a rad soufflé!
Ma parole, quel soufflé extra!

You call yourself a fancy restaurant? I don't see anything by Bartles and Jaymes on this wine list!
Vous vous prétendez un restaurant chic? Je ne vois même pas de Bartles et Jaymes sur la liste des vins!

ARTIST· SERGIO ARAGONES

sider that different people have different needs, especially when traveling abroad on vacation. In a valiant attempt to correct Chuck's oversights, we offer the following translation manual:

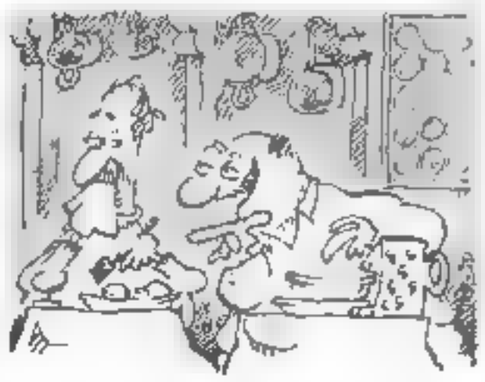
EIGN PHRASE GUIDE

ericans in Various Lands

FOR THE SLIGHTLY OBESE TRAVELING IN GERMANY

Yes, it's impressive, but does it have a snack bar?
Jaja, sehr eindrucksvoll! Aber gibts hier auch einen McDonald's?

Excuse me, are you through with those mashed potatoes and sauerkraut?
Entschuldigung, sind Sie fertig mit den Bratkartoffeln und dem Sauerkraut?



Please pardon my sweat.
Tut mir leid, aber ich schwitze immer so!

What is the plural of bratwurst?
Was is die Mehrzahl von Bratwurst?

Say, it's not nice to make fun of the overweight, you little Nazi scum!
Das ist aber gar nicht nett, dass du dich über die Dicken lustig machst, du mieses kleines Nazischwein!

FOR THE TRAVELING SENIOR CITIZEN IN ITALY

What? What did you say? You'll have to speak up!
Si che cos' ha detto? Deve parlare piu forte!

Excuse me, have you seen my teeth anywhere?
Mi scusi, ma lei ha visto da qualche parte i miei denti?

Why did I ever come here? My shoes are pinching! My back is aching! My arteries are clogging!
Perchè sono venuto qua? Le mie scarpe mi stanno pizzicando! La Mia schiena mi fa malissimo! Le mie arterie si stanno bloccando!

Hey, Guido! Did you know that American women reach their sexual prime at 75?
Eh, Guido! Sapevi che le donne Americane raggiungiono il loro periodo di grande passione sessuale all'eta di 75 anni?

Do you sell plastic disposable undergarments?
Si vende la mutandine di plastica?

WRITER: AMY GILLETT

KOALA-COLA 2 LTRS $1.29

SPECIAL DIPSI-COLA & SNACK $1.00

SPAM

MEN AT WORK

HEALTH FOODS PRODUCTS

MOTEL

CHARLIE BROWN, THAT MOST CERTAINLY IS YOUR FAULT!

CAUTION

OLLIE

NORTH

GRINGO NORTH GO NORTH

THE UNITED HATES DEPT.

Our nation's in a mess—drugs, pollution, rising crime. In the past we've thrown money at those problems—and we all know what that's gotten us! Crushing debt! Isn't there some way to help our country that doesn't require cash? Why, yes! And we modestly call it...

MAD's 12-POINT PLAN FOR IMPROVING AMERICA

without spending more tax dollars

1. Force soft drink makers to answer the decade's burning question: Are we better off buying 12-ounce cans or 2-liter bottles?

2. Send Brent Musburger to explore a part of the Amazon rain forest from which no previous explorer has ever returned.

3. Make the highway flagmen who stop us at construction projects entertain us while we wait.

4. Yank out all those modern, hard-to-figure-out motel shower fixtures that either scald you or freeze you, and melt them down into one huge chromium glob.

5. Force Donald Trump to name his very next building after some truly great person—and not himself.

6. Slap a $5.00 Handling Tax on any schmuck who holds up a long supermarket line to write a check for purchases totalling less than $10.

7. Require that TV commercials for cold remedies tell us we'll get well just as fast even if we don't take the stuff.

8. Exile Ollie North to Nicaragua so he can try to pull off whatever he has in mind without involving the rest of us.

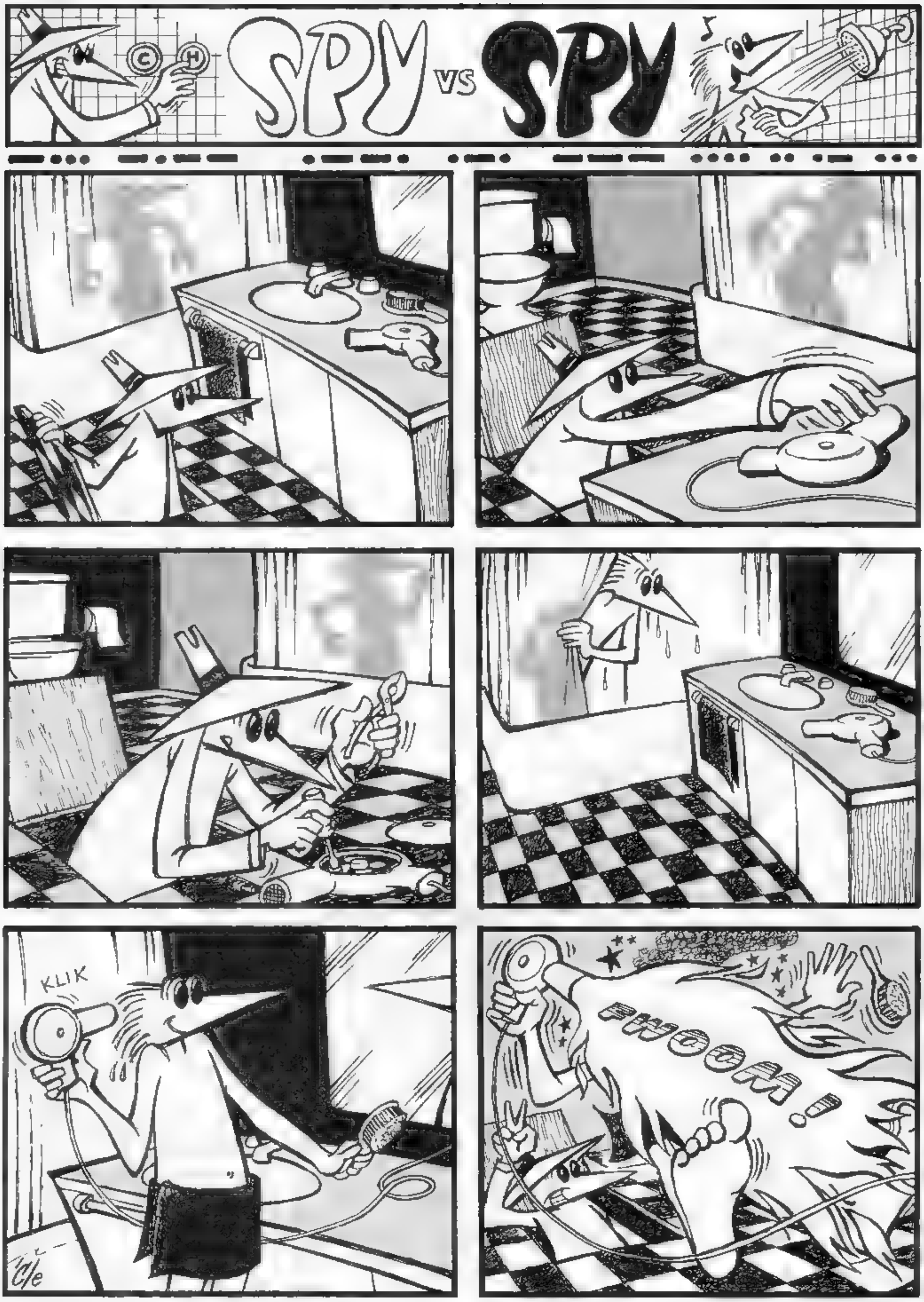
9. Make TV evangelists explain in public why the commandment "Thou Shalt Not Steal" doesn't apply to them.

10. Restore confidence in America by forbidding Brian Bosworth to earn more in one week than his former college professors earn all year.

11. Outfit Dan Quayle in a shirt collar and jacket large enough to fit him in hopes that this may enable more blood to reach his brain.

12. Outlaw tofu.

ARTIST: MORT DRUCKER WRITER: TOM KOCH


SPY VS SPY
KLIK
PWOOM!

ALONG THE SNIDE LINES DEPT.

About a year ago we insulted a group of superstar celebrities and popular fads. Since then we've had time to think about our harsh comments, and we're sorry. We're sorry we didn't have room for more insults! But now we do! And there's a whole new batch of famous (and ridiculous) targets to trivialize in this,

the MAD NASTY FILE

VOLUME IV

ARTIST: GERRY GERSTEN WRITER: TOM KOCH

MADONNA

...keeps changing her hair color in hopes that record buyers who hated her last album won't realize she's the same person.

...never saw much of Sean Penn during their marriage because she didn't do concerts at police stations or prisons.

...doesn't think it's necessary to use her last name because nobody ever confuses her with anyone religious.

GARRY SHANDLING

...smiles a lot because guys with big teeth and receding chins always appear to be smiling.

...is the first person to come up with a fresh new idea for TV that nobody has bothered to imitate, which should tell him something.

...mistakenly thought that surrounding himself with a cast of fat, ugly men would make him more attractive by comparison.

BRYANT GUMBEL

...reportedly had all the walls of his home covered with mirrors because he couldn't find any works of art that were as beautiful as he is.

...has a fine speaking voice, if you like people who sound like they have a bad head cold compounded by adenoids.

...confines himself to smirking on TV because he thinks it's bad form to come right out and call his viewers a bunch of inferiors.

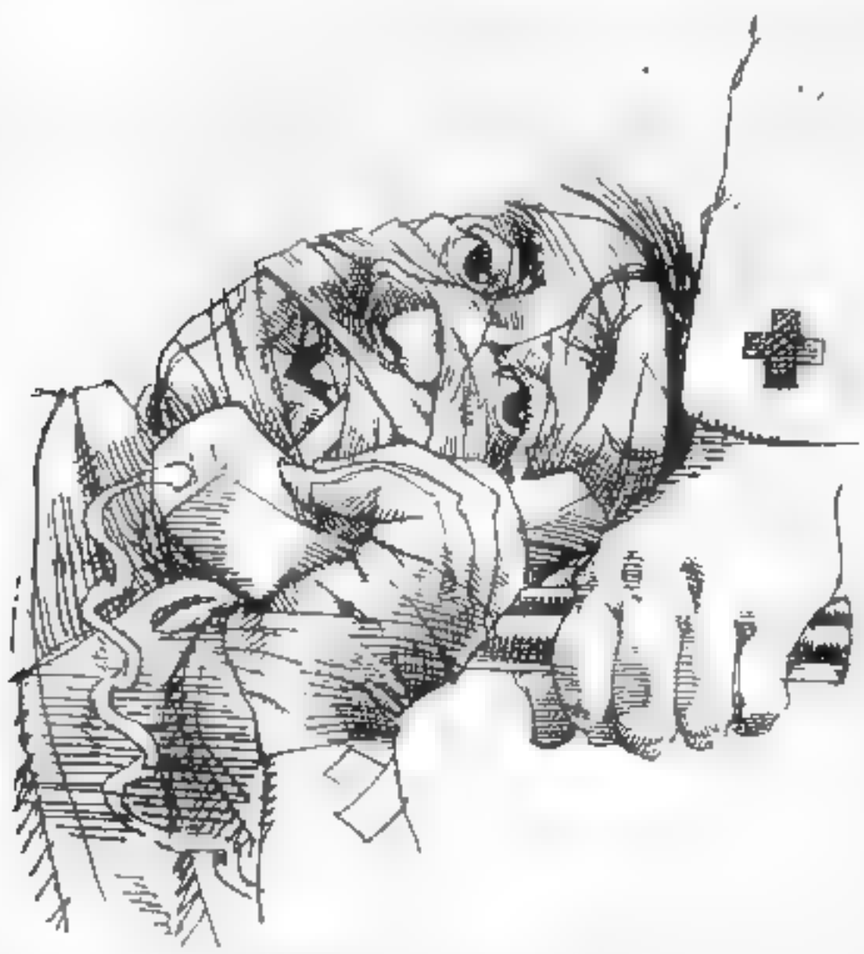
NINTENDO

...provides endless hours of recreation—except for parents who have to take a second job to pay for all the equipment.

...is a bigger fad than pet rocks were, but has contributed slightly less to our national culture.

...has advanced computerization to the point where it can now occupy all a person's time to accomplish absolutely nothing.

CELLULAR PHONES



...are great for calling a tow truck after you've had an accident caused by carelessness because you were busy talking on your cellular phone.

...offer the convenience of avoiding public phones, for less than you'd expect to pay for a condominium in Hawaii.

...are, for some strange reason, most popular with overbearing people that nobody wants to talk to anyway.

TONY DANZA

...has never done a hair spray commercial because it's obvious that his personal preference is Pennzoil straight out of the can.

...can only be appreciated (or comprehended) by viewers who own an English-Brooklyn dictionary.

...fears becoming typecast as a muscle-bound moron, as if he could possibly be typecast as anything else.

SAM KINISON

...will always remember 1973 because that was the year he got his last professional haircut.

...often performs wearing a beret to hide the scars from his brain removal surgery.

...sets an impossibly high standard for other overweight, male chauvinist sexist pigs to live up to.

"REMOTE CONTROL"

...is the first television program to make "Dance Fever" seem cultural by comparison.

...is especially popular with quiz show fans who watched "Jeopardy" for years without ever guessing one correct answer.

...makes adult viewers think they've switched to one of the foreign language stations, which they can't understand either.

ARSENIO HALL

...learned how to handle his guests by attending The Merv Griffin Academy of Drooling Celebrity Worship.

...is living proof that every man, woman and child in America will eventually host a TV talk show.

...got his unusual first name after his parents found that their first choices, Monty Hall, Fawn Hall and Carnegie Hall, were all taken.

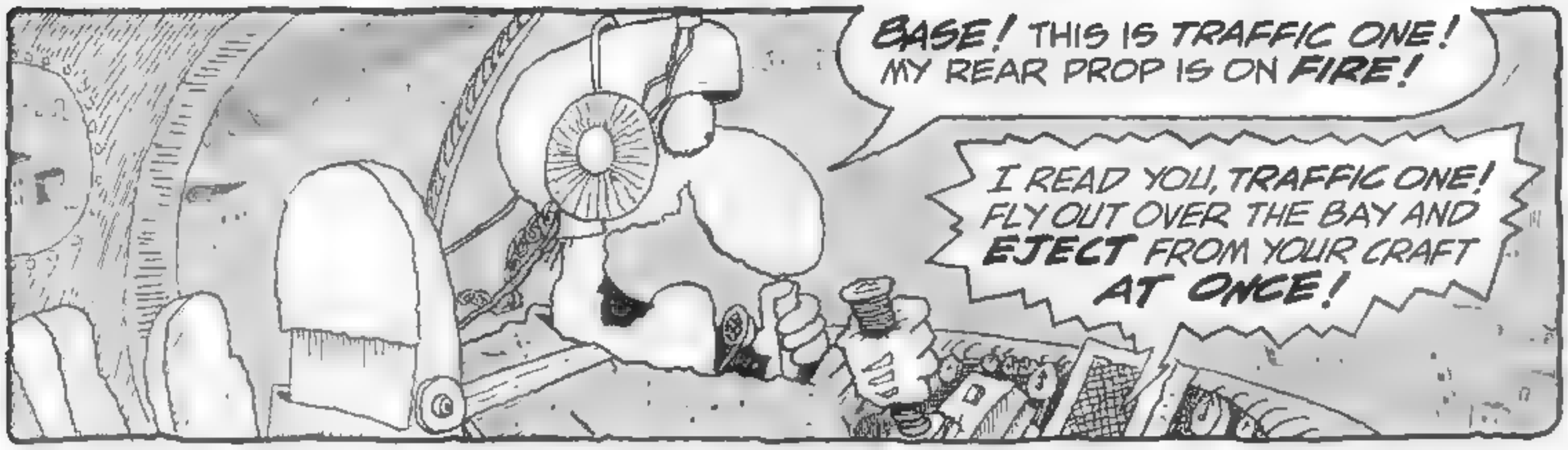
MARILYN QUAYLE

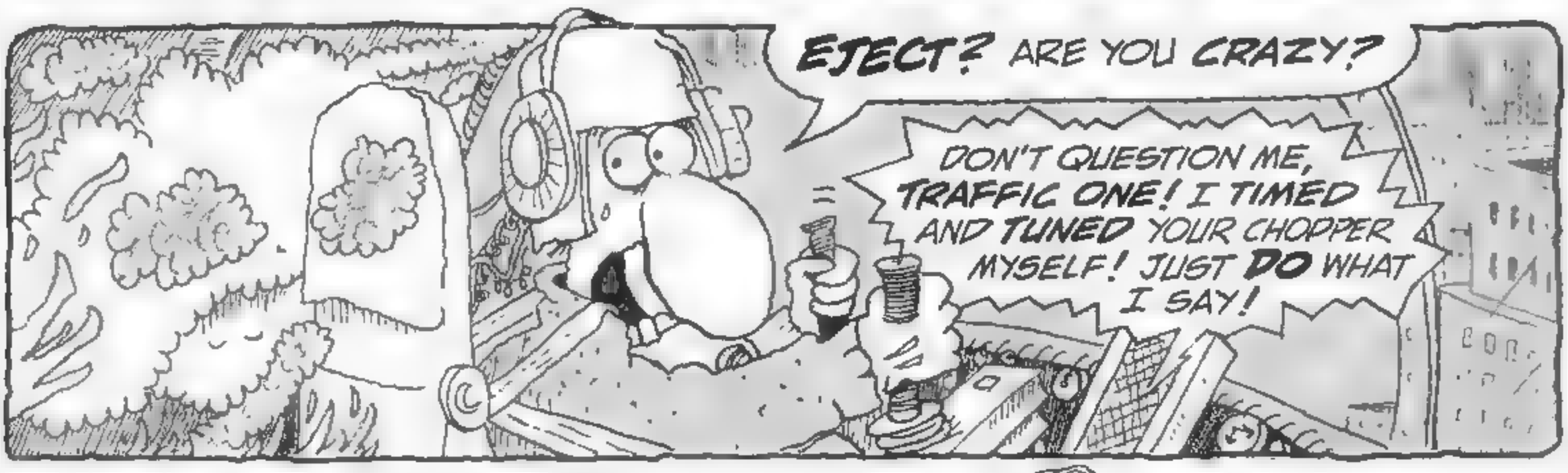
...is said to be smarter than her husband, which is roughly equivalent to saying she's taller than Danny DeVito.

...is often described as "a ravishing beauty" in the Indianapolis newspapers, all of which are owned by the Quayle family.

...has at least one thing in common with her husband: she didn't fight in the Viet Nam War either.

THE CHILLING CHOPPER CHAPTER





ARTIST & WRITER: DUCK EDWING

There are few things in life more annoying and obnoxious than those lame TV commercials for the Apex School for Welders. But as imbecilic as they are, just imagine how stupid the ads will be when the Apex owner gets around to opening other institutions of "higher" learning! You'll know exactly what we mean once you take a look at these excerpts from commercials for...

APEX TECHNICAL SCHOOLS

FOR OTHER OCCUPATIONS

CABLE TV REPAIRMAN

As a **cable TV repairman,** you'll start off by **taking orders** over the phone. You'll learn the **tricks** that enable you to keep a **customer** on **hold** for up to **six hours,** surpassing the **4.3-hour record** set in **1973** by the **Department** of **Motor Vehicles!**

Next, you'll go out in the **field,** where you'll learn to **infuriate** customers with such phrases as, **"Looks okay to me!"**

After instructing **customers** to **wait** at home **all day** for you to **arrive,** you'll learn how to **show up** at their front door during those **few minutes** when they're out **walking their dog!**

Or, for some **real** fun, try working in our **maintenance department,** where once a month you get to **shut off all the TVs** in the neighborhood as you **"check** the **cables"!**

You **might** even be able to **qualify** for our **tuition grant program,** which is, you **ask** your **dad** for the **money!**

ARTIST· GEORGE WOODBRIDGE WRITER· CHRIS HART

TOBACCO COMPANY LOBBYIST

Have you ever been **fired** for lying? Well, **here's** a job that **pays** you to **lie!**

You'll go on **talk shows** and **lie,** appear before **Senate subcommittees** and **lie**—you'll even create **newspaper advertisements** that **lie!**

If you have the **courage** to spearhead **unpopular causes,** like motivating **pregnant women to smoke,** then **this** job's for **you!**

Imagine, the **entire world inhaling** second-hand **smoke**—and you'll be able to say, **"I was part of this!"**

UNCONSTITUTIONAL!

CAN WE HAVE AN OPEN DEBATE ABOUT SMOKING ?

THANK YOU FOR NOT SMOKING

WARNING SMOKING DURING PREGNANCY CAN LEAD TO LOW BIRTHRATE

MOTHERS OUTRAGE BY STUPID NONSMOKERS

CONVENIENCE STORE NIGHT MANAGER

As a **convenience store night manager,** you'll meet **interesting people!**

You'll learn to **work** the **cash register** by **taking money in ...** and by **taking money out!**

So call **now!** There are **always new openings!**

AMBULANCE

HEALTH FOOD STORE CLERK

As an Apex health food store clerk, you'll make a **mint** selling **bruised fruit** for **three times** the **market price** by labeling it as **"organic."**

You'll **prescribe** natural remedies for all sorts of **ailments!** There's **oat bran** for **high cholesterol, oat bran** for **arthritis, oat bran** for **asthma** and **oat bran** for **overdoses** of **oat bran!**

Yours will be the **only store** in town that sells **medical advice books** that are **self-published** by the **vanity press!**

And **unlike** other retail shops, you'll **never** have **too much** of any **item** on hand, because we'll **teach** you how to **frighten** your **chronically ill customers** into **buying** all of your **overstock!**

MIDDLE EAST PEACE NEGOTIATOR

Are you an **under-achiever?** Then get into a **profession** where no one **expects** you to accomplish **anything!**

As an Apex Middle East Peace Negotiator, you'll get plenty of **Frequent Flier miles,** plus this **free** booklet, ***How To Win the Confidence of Your Kidnappers!***

And if you have any **masochistic tendencies,** you're **really** in for a **treat!** This is the **only** negotiating job that **assures** you of being **hated** by **both sides** at the **same time!**

REAL ESTATE SALESPERSON

Are you a recently divorced woman with **no skills** or **talent** whatsoever? Then **join the thousands of divorcees** who make their living **selling real estate!**

With **Apex,** you'll learn the **three basics:** How to **talk non-stop** without breathing. How to talk buyers into **spending more** than they can **afford.** And you'll learn how to make a **house** that's **falling apart** sound **great** by talking about its **extra closet space!**

A pair of **gold lamé high-heeled shoes** with a **heavy mascara makeup kit** are given out at the end of each course, plus a **Sidney Sheldon paperback** to carry with you for that **authentic look!**

APEX TECHNICAL SCHOOL DIRECTOR

Remember the **good old days** when people bought **snake oil** or **Florida swampland** from a **single sales pitch?** Well, those days are **back!** Become an **Apex Technical School Director!**

Our courses are so **bad,** most everyone **drops out!** That means there are **always** lots of slots **available** we can fill with other **gullible schmucks!**

And if anyone asks for your job **placement records,** we'll give you this **official-looking document** to show them, filled with the names of **dead people** impossible to **verify!**

AN EMBARRASSMENT OF RICHARD'S DEPT.

A MAD PEEK BEHIND THE SCENES ON THE SET OF A SLASHER MOUIE

ARTIST: GREG THEAKSTON WRITER: DICK DEBARTOLO

I **still** say we're going to get **sued** for this! It's **too close** to the classic **Frankenstein** story!

It's **okay!** I've given a **whole new slant** to the story. All this equipment is **SOLAR powered!** In this version, Frankenstein isn't waiting for a bolt of **lightning,** he's waiting for a **really strong sunrise!**

Besides, we've got it **covered** in the **ads.** We say our movie is "in the **tradition** of Frankenstein"! That's a nice way of saying we **ripped off someone else's work!**

I just **met** this girl for the **first time** in history class! What's my motivation for **killing her** an **hour later?**

40 million admission tickets at **6 bucks** a **head!**

Sixteen different endings and I **hate** them **all! Now** what do we do?

Have a **"write the ending" contest** in ***Fangoria Magazine.*** Those fans will send us **thousands** of ideas and we use the **best one** and offer a **big deal prize** of **$100!**

Wow! That's going to be **a shocker** on the screen! What **a scary make-up job!**

Jerk, that's **Harriet Hasbeen,** and she **hasn't** been to make-up yet! Putting **old stars** in **horror films** is a great way for producers to get some big names **without** paying the **big bucks!**

I wanted something **fresh!** People are **sick of a guy** in a **hockey mask** terrorizing **a summer camp!** We need to think **new!** How about **a girl** in a **football helmet** terrorizing an **Army camp?**

Inspired, M.H., really **quite inspired!**

Well, the **reviews are in!** Listen to this from the New York *Times:* "A **senseless movie** with more **unprovoked violence** than we've **ever seen before."**

Let's go over your **lines** to make sure you have them **memorized!**

I don't see that third set of **yaggh's** in the script

Thanks! Here I go **Yagghh .. yaghh ... help ...! yaggh ... yaggh ... help ...! yaggh ... yaggh ... help ...! please, help!**

I ad-libbed it! I want to give a performance that's **fresh** and **creative!**

That's **nothing!** Listen to what the Los Angeles *Dispatch* said: "It's **wall-to-wall blood** and **unrelenting killing scenes.** There's absolutely **no story line** to follow. It's just **one gory murder** after another, **without rhyme** or **reason!"**

What a **break!** It's going to be an even **bigger hit** than we **thought!**

Props, I think we need just a **touch** more **blood!**

Are you **sure?**

This is the **worst** horror film I **ever saw!** It's going to **die** at the **box office!**

Yes! Don't forget, this is the **romantic wedding scene!!!**

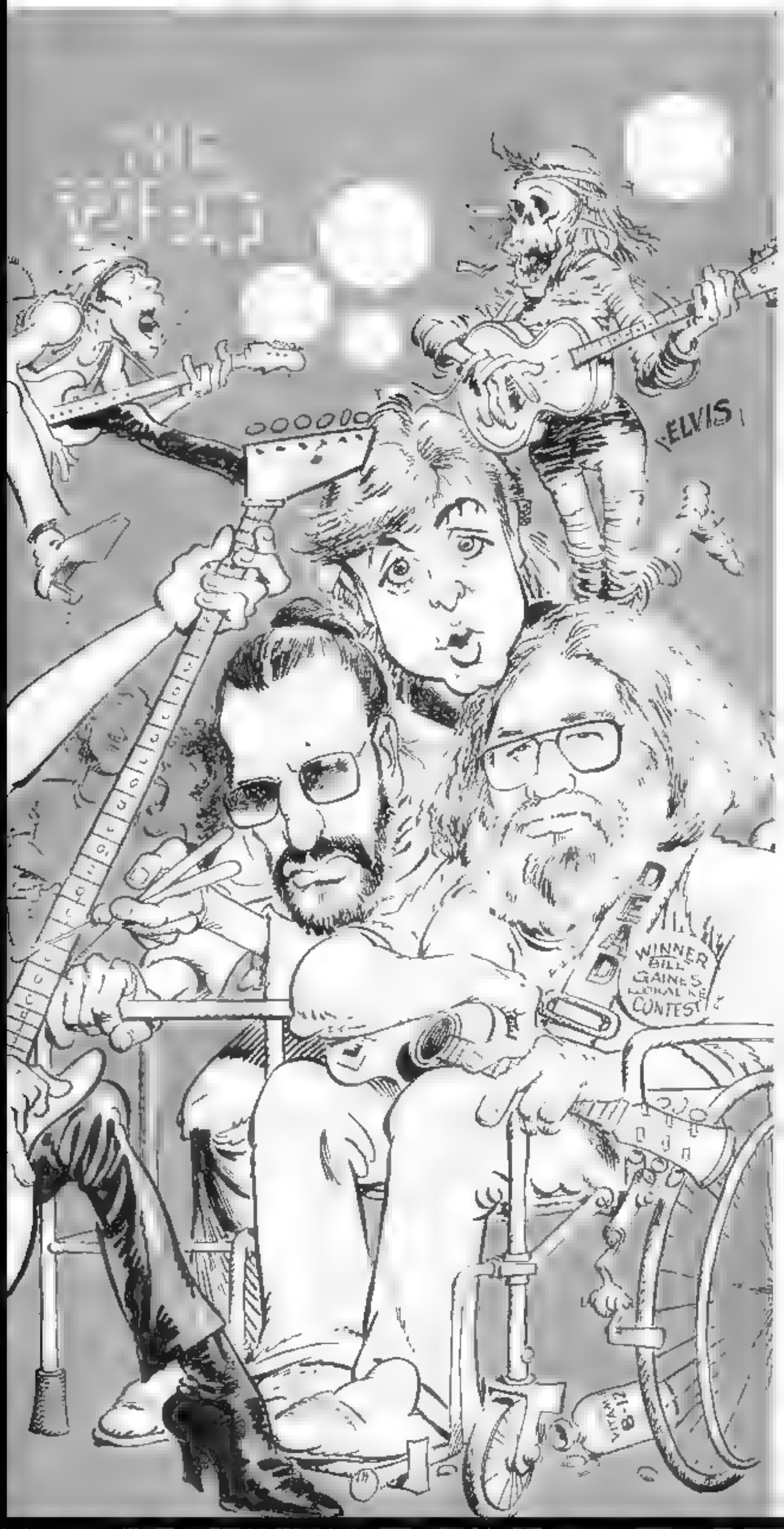
Who cares? We only made the movie so we could **sell mugs, tee-shirts, make-up kits, buttons** and **sweatshirts "based on the movie"!**

FRANK ON A ROLL DEPT.

They're back, those chart-busting groups of yesteryear— The Who, Rolling Stones, Beach Boys, Monkees and all the rest now making comebacks with reunion concerts. And while some fans are happy to see them back, we're not so sure. Because from what we've seen, it's painfully obvious that all of them are

"PAST THE PRIME OF THEIR LIFE"

(sung to the tune of Dirty Dancing's "(I've Had) The Time Of My Life")



Now *we're... past...* the *prime of our li-fe,*
And we *won't...* see *for-ty..an-y..more;*
And al-*though...* we've *faded..from..view,*
These re-*u-nion..shows..we..do;*
And we're *here... past...* the *prime of our li-fe —*
This de-*crep-it... worn-out... crew.*

It's a *drag,* we *all a-gree,*
Comin' *back,* so *fans can see*
Our tir-ed butts!
All our *songs* are *out-of-date,*
And it's *ob-vi-ous we hate*
Each other's guts!

Loads of *groupies dig our band,*
They *prefer a one-night stand*
To *high-school proms!*
'Course, we *never let 'em know*
That we *made it years ago*
With *all their Moms!*

We remember —
Songs..fresh! Gigs..hot!
Ev'ry..show..a..big..thrill!
Now we hang..on,..*half-shot —*
Over..the..hill!

That's 'cause *we're... past...* the *prime of our li-fe,*
And we *nev-er... were..this..bald..be-fore!*
Bod-y *parts...* which once worked... like... *ne-w,*
Don't..*work..so..well..no..more!*

See what's *left..of..our..chest*
And our waist-line spread-in' *east..to..west!*
Once we *sang songs..with..bite —*
Now our den-tures have to *soak..all..night!*
Note our *with-ered-up..face*
Full of wrinkles that we *can't..e-rase!*

Hate..the..scene..now —
Each re-u-nion..show..sucks!
Hate..each..old..*rou-tine..now —*
But..need..the..bucks!

Yessir, *we're... past...* the *prime of our li-fe —*
And our *youth...* no *doc-tor..can..re-store!*
Still you... *do..*the *best* you..can..*do-o*
When you're *called..*a..*di-no-saur!*
So we're *here... past...* the *prime of our li-fe,*
Breathin'..*hard...* to make it *just..once..more!*
This..last..*time...* we're stag-ger-in' *throu-gh*
To... make... one... fi-nal... score!

ARTIST: MORT DRUCKER WRITER: FRANK JACOBS

DIFFERENCES

Isn't it **wonderful** the way **Mother Nature** made **girls** such **beautiful creatures?**
It's part of Mother Nature's **master plan** so you'll **like them!**
Yeah? Then **why** did Mother Nature make **girls so stupid?**
So that **they'll like you!**

BERG'S-EYE VIEW DEPT.

THE LIGHTE

MANNERS

SHOPPING

Where do you have your **snow blowers?**
I'm sorry, we **don't carry** snow blowers!
PHARMACY
Rx
You don't carry **snow blowers?** And you call yourself a **drug store?**
PHARMACY

R SIDE OF...

ART ST & WRITER
DAVE BERG

RELATIONSHIPS

Sybil, you look **awful!** What **happened?**
Last week Roy **packed up** and **left!**
That's **too bad . . .**
It's even **worse** than you think!
Today he came back!

MODERN MARRIAGES

This place is **idyllic**, isn't it? Look at those **mountains**, that magnificent **sunset**...
We couldn't have picked **a better honeymoon spot!**

BABYSITTING

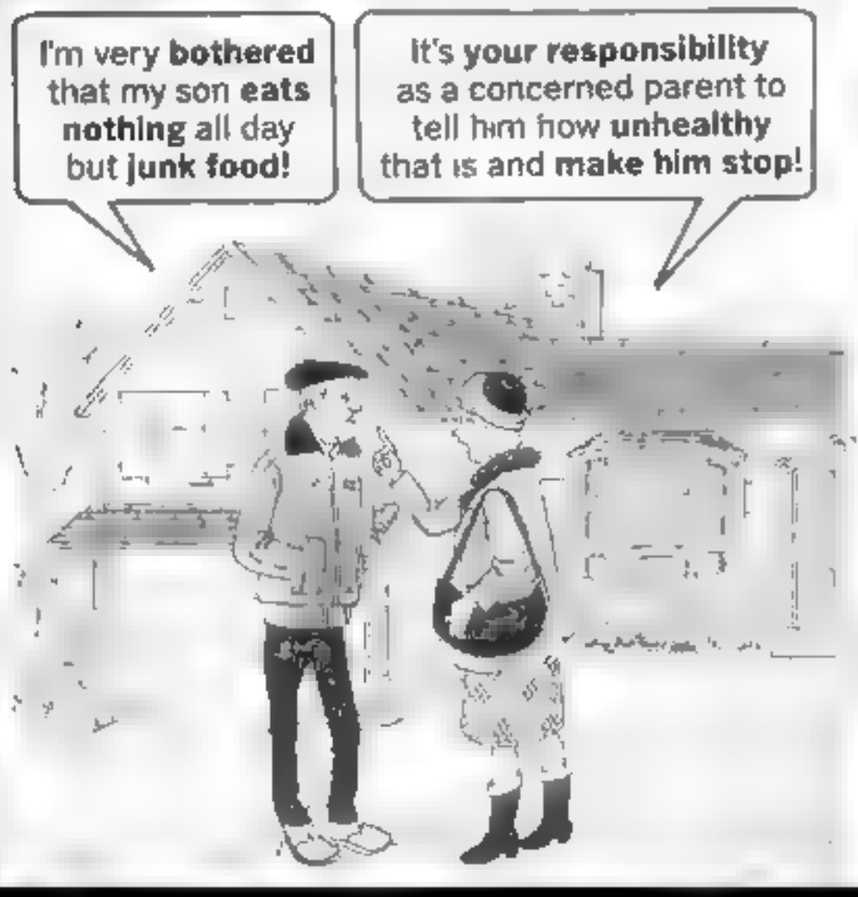
Please **feed** Max his dinner at five o'clock! I've already prepared **two different dishes!**
Gee, he **eats all that?**
No, **one** is for **eating**, the **other** is for **throwing!**

GRADES

Debbie, what's the **answer** to the **fifth question?**
I'm **not** telling you! The **last time** we did **homework** together I gave you a **wrong answer** and you **blamed me** for **failing!**

THE ECONOMY

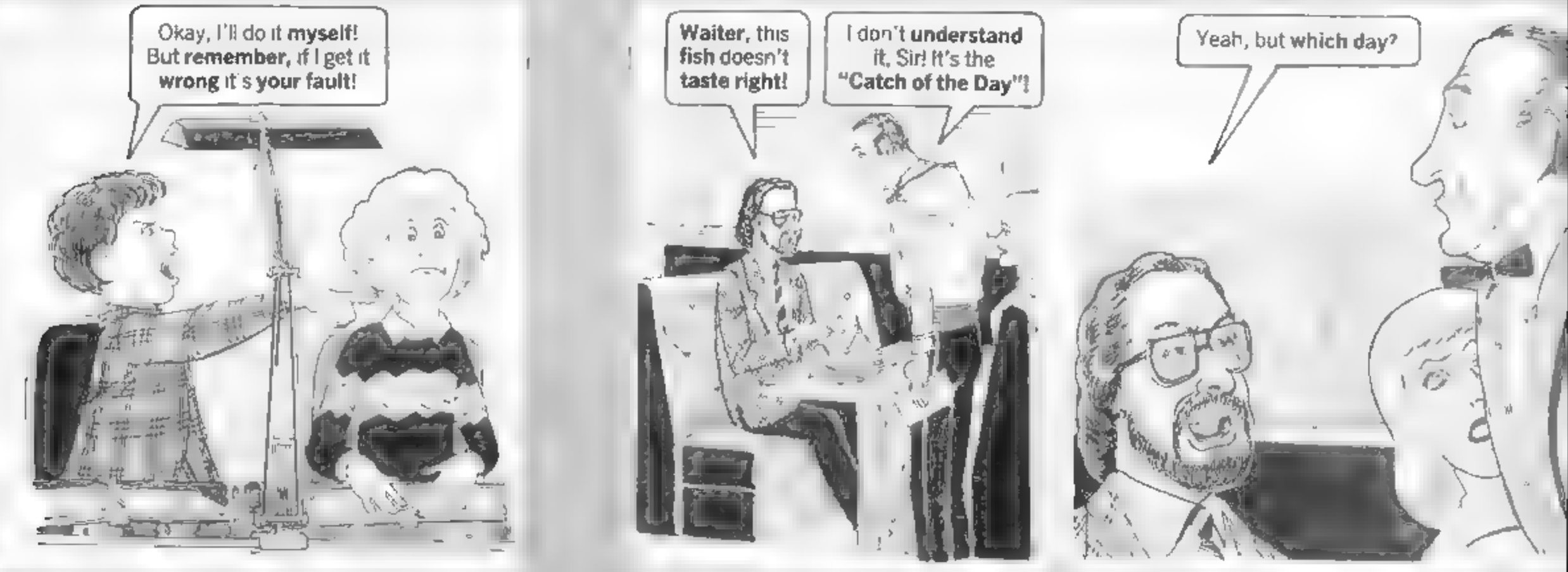
DIET


I'm very **bothered** that my son **eats nothing** all day but **junk food!**
It's **your responsibility** as a concerned parent to tell him how **unhealthy** that is and **make him stop!**

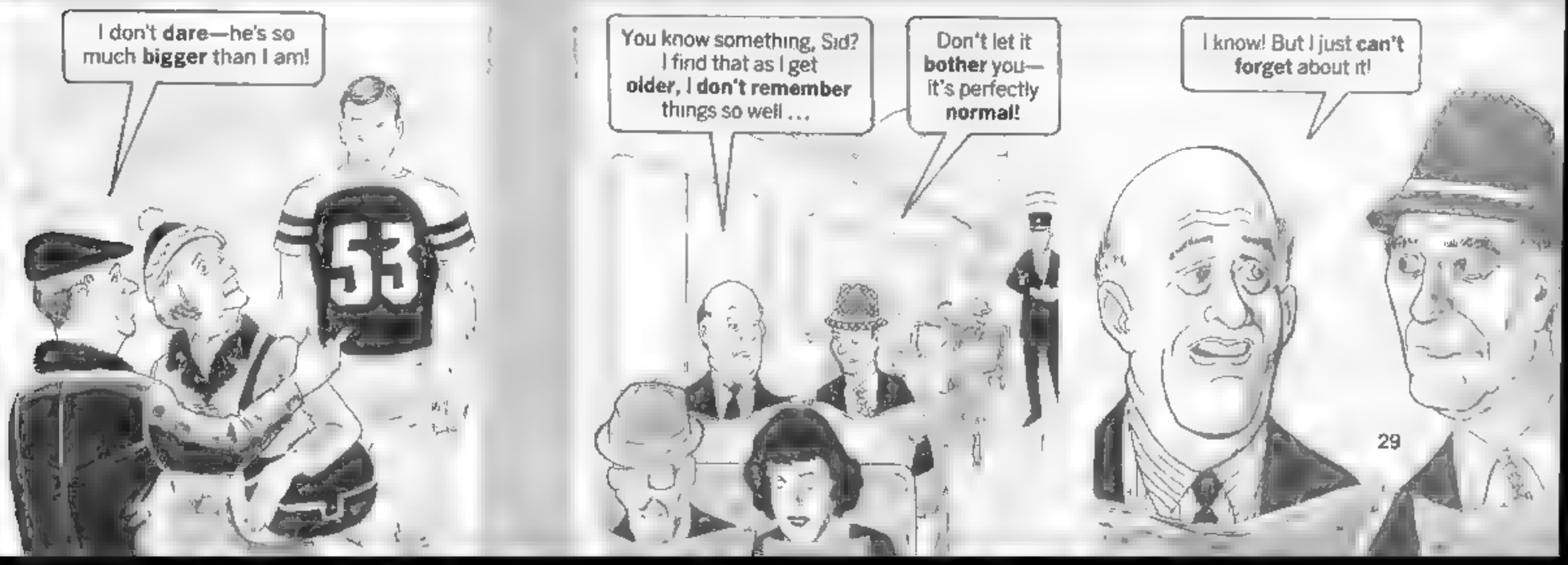
CARS

You keep this **car** of yours in **great shape,** Lennie! It's **ten years old** but it still rides like a **dream!** How many **miles** do you get to a **gallon?**
Me? I figure about **seven!**
Seven miles a gallon? That's **terrible!**
My son Marc gets the **other twenty!**

EATING OUT


Okay, I'll do it **myself!** But **remember,** if I get it **wrong** it's **your fault!**
Waiter, this **fish** doesn't **taste right!**
I don't **understand** it, Sir! It's the **"Catch of the Day"!**
Yeah, but **which day?**

MEMORY


I don't **dare**—he's so much **bigger** than I am!
You know something, Sid? I find that as I get **older,** I **don't remember** things so well . . .
Don't let it **bother** you—it's perfectly **normal!**
I know! But I just **can't forget** about it!

THE OFFICE

I feel I'm not **making** as much as the **others** because I'm a **woman!**
Believe me, Sara, there's no **sex discrimination** in **this office!**
Everyone here is underpaid equally!

FASHION

I'm glad you're home early, Nick! My folks are **taking us out** to a **fancy restaurant,** so put on the most **expensive suit** you have!
Sure thing, Meg!
What the heck is **that?**
This **warm-up suit cost** me a **fortune!**

DOCTORS

There's a growing phenomenon in America these days. Special interest groups are forcing their personal morality on everyone else! Self-appointed do-gooders like housewife Terry Rakolta and the Reverend Donald Wildmon are spearheading movements to pressure major companies into yanking their advertising from "offensive" TV programs like *Married with Children* (And greedy, spineless companies are caving in!) That's bad enough, but we think it's going to get even worse MAD envisions a day. .

WHEN PRESSURE GROUPS *REALLY* TAKE OVER

ARTIST: BOB CLARKE WRITER LOU SILVERSTONE

Dear General Mills,

On your Wheaties packages, you have been featuring Olympic Gold Medal winners such as swimmers, basketball players, gymnasts and runners. However, you have never once featured a medal winner in the Pistol and Rifle shoot.

We at the NRA think this is part of a Commie-inspired anti-gun movement. We have millions of members, all of whom eat breakfast cereal. If you expect us to eat the "Breakfast of Champions" you'd better rectify this un-American situation immediately.

Patriotically,
Stu Meats

UP WITH GUNS

General Mills

Dear Mr. Meats,

General Mills owes all gun owners a heartfelt apology. We never intended to slight those magnificent athletes who compete in the Pistol and Rifle Shoot. We hold these marksmen in the highest esteem and believe them to be excellent role models for America's youth.

Your letter has convinced us to feature these unsung heroes prominently on all Wheaties boxes. Not only that, but we'll be giving away a loaded .32 caliber handgun in each box of Wheaties which will encourage children to start shooting.

Thanks for contacting us—and rest assured that at General Mills we believe firmly in the right of every American to bear arms, no matter how prone to violence they may be.

For God and Country,

Public Relations,
General Mills

To 7-Eleven Inc.,

As the wife of a compulsive gambler, I am outraged by the crass manner in which your store encourages and promotes excessive gambling.

The name "7-Eleven" is the battle cry of derelict, low-life crap shooters when they are rolling dice.

Whenever my poor husband sees one of your wretched stores he walks out on me and goes looking for a dice game or a seedy betting parlor.

I have organized a group of concerned housewives who firmly believe that their husbands' addiction to gambling is directly linked to 7-Eleven. We are planning nationwide demonstrations in front of all your stores and a high profile media campaign that will expose you for the unsavory characters we know you to be.

With deepest concern,
Mabel Duck

7-ELEVEN

Dear Mrs. Duck,

We beg your pardon. It never occurred to us that the name 7-Eleven could be an inducement for people to gamble. Thanks to your astute letter, we've taken action to remedy this situation and chosen a new number as our store name, a number that our research team assures us has nothing to do with gambling and will definitely not offend anyone. The number is 666.

It is our sincere hope this move meets with your approval.

Best regards,

Consumer Relations
7-Eleven

DOWN WITH SMUT

BAN THE BRA

SAVE THE WHALES

DEAR IZOD,
As a member of the Alligator Preservation Society, I feel it is my duty to call to your attention that the alligator is an endangered species on the verge of extinction. Your callous depiction of alligators on your sport shirts condones and encourages the senseless hunting and mutilation of these poor creatures.

On behalf of my organization, I demand you stop your ruthless exploitation of alligators and remove them from all your merchandise at once. Failure to comply with our wishes will result in our staging massive demonstrations in the parking lots of all stores that sell IZOD products.

Yours for alligators,
Henrik Spume

Dear Mr. Spume,

Let me assure you that it was never our intent to portray alligators in a negative way, nor do we mean to support the killing of these truly wonderful reptiles. Indeed, it troubles us to hear that they are an endangered species. In fact, we've decided to no longer use them as our trademark and replace them with creatures which we are certain are in much more plentiful supply —cockroaches and deer ticks Thanks for calling this to our attention.

Best wishes,

Customer Service Dept.
IZOD

To: Kelloggs Cereal Co.

I resent your putting "Snap, Crackle and Pop" on the boxes of Rice Crispies. These characters are an obvious sacrilegeous mocking of the Father, Son and Holy Spirit. My Organization, The Alabama Mothers for Christian Cereal boxes, plan to boycott all Kelloggs products unless the demonic trilogy is eliminated

Yours in God,
Mr Hans Brickface

KELLOGG'S OF BATTLE CREEK

Dear Mr. Brickface,

Kelloggs is extremely grateful to you for pointing out the inherent blasphemous nature of Snap, Crackle and Pop. This terrible triumvirate will never appear on any of our products again.

It will please you to know that our Rice Krispies package has been completely redesigned and now features the prophets Moses, Ezekiel and Jeremiah. Now, when milk is added, our cereal no longer goes "Snap, Crackle, Pop," but instead chants the Twenty-First Psalm in Latin. We appreciate you setting us straight!

Best wishes,

Marketing Dept.
Kelloggs of Battle Creek

To: Perdue Chicken Co

Last night, while I was watching TV with my children, a commercial for your product was aired. I was absolutely taken aback by its sleazy content. Frank Perdue was talking like a dirty old man about "juicy thighs" and "tender young breasts" for the whole world to hear! Please be informed that I plan on spearheading a nationwide boycott of your company unless you do something to end this kind of blatent depravity in your advertising!

Respectfully,
Ted Tub

PERDUE

Dear Mr. Tub,

We are terribly sorry you found our commercial featuring Frank Perdue offensive. You will be happy to know that starting today all poultry appearing in our ads will be wearing clothing. Also, we have decided to put more energy into marketing the more acceptable, less disgusting parts of the chicken such as the neck, gizzard and head.

As for Mr. Perdue himself, we have replaced him with a claymation dwarf. Thanks for writing.

Sincerely,

Corporate Office
Perdue Farms

DEAR MIDAS MUFFLER INC.,
AS PRESIDENT OF PEOPLE FOR PURITY IN PROGRAMMING, I AM WRITING TO EXPRESS MY OUTRAGE REGARDING YOUR OBSCENE TELEVISION COMMERCIALS. THESE ADS, FEATURING BIG SWEATY MECHANICS SPEWING FORTH THEIR FILTHY OBSESSIONS WITH LUBE JOBS AND TAIL PIPES, SHOULD BE BANNED! IT'S OBVIOUS TO US THAT MIDAS IS AN ACRONYM FOR MEN INVOLVED IN DERANGED AND AWFUL SEX AND THAT YOU ARE RESPONSIBLE FOR THE CORRUPTION OF OUR YOUTH AND THE DECAY OF OUR SOCIETY. WE WILL DO EVERYTHING IN OUR POWER TO ALERT THE PUBLIC OF YOUR SICK PERVERSIONS.

NEWT SNOUTFISH
PRESIDENT, P.P.P.

MIDAS

Dear Mr. Snoutfish,

We are always pleased to receive thoughtful letters such as yours. It will please you to know that just seconds after reading your letter our president was so upset that he jumped off the 96th floor of our building and killed himself. We have filed for bankruptcy and are going out of business forever. We deeply appreciate your concern.

Sincerely,

Media Relations Dept.
Midas Muffler, Inc.

JUST SAY UNO! DEPT.

Whoa-ho! Here's a major breakthrough! You know how you always make a fool of yourself when you're with your friends? Now you can appear just as idiotic when you're all by yourself! How? By playing MAD's...

PARTY GAMES for ONE

ARTIST & WRITER
PAUL PETER PORGES

PILLOW WRESTLE-MANIA

TRIPLE-CHALLENGE CHESS

JUNK MAIL CONFETTI CELEBRATION

TABLE SCRAPS MINI GOLF

DRY CEREAL ROULETTE

DOOR KNOB SQUARE DANCING

SOAP DISH REGATTA

HART BURN DEPT.

You mean, you didn't see all the movies that were released this past summer? Where were you, summer school? Well, for those of you who wasted your two month vacation, you now have a chance to make up for your stupidity by renting those very same flicks at your local video store (which, naturally won't have them but will promise to call you as soon as they come in—yeah, right!) Or you can save your cash by reading the following public service article...

MA

Just because there's not a Woody Allen movie available to watch at home doesn't mean you won't be able to watch a Woody Allen movie, 'cause in this one director Rob Reiner has made his own version of *Annie Hall Does Manhattan!* This film tries to illustrate a truism—how often sex destroys a loving relationship! The sequel could show an even greater truism—how marriage destroys a loving relationship!

I don't know if a man and a woman can be friends without having sex with each other
I knew a guy and a gal who could!
Well, they must have had a lot of self control!
Not really! They were both gay!
Isn't it surprising that we ended up in bed together?
Surprising to who? Everyone in the audience has been expecting it for the past hour and a half!

The moral of this movie is that people should take risks and dare to be unique! Like teacher Robin Williams, who loses his job...and his dedicated student, who commits suicide...hmmm! What's more ironic is that the producers have ground out yet another "Coming of Age" film without taking any risks themselves! As for Robin Williams, he should have stayed in Vietnam where he could have had a little fun!

I love the challenge of teaching poetry to young people!
If he really wants a challenge he should try teaching poetry in an inner city public school!
That's how they get dead poets!
This seems like a very exclusive school for very rich youngsters!
They're so rich that they have catered food fights and throw hors d'oeuvres at each other!
Are these students always so high spirited? What happens when they get depressed?
Some of them are driven to suicide—by their chauffeurs!

AD'S VIDEO REVIEWS

ARTIST: SAM VIVIANO WRITER: STAN HART

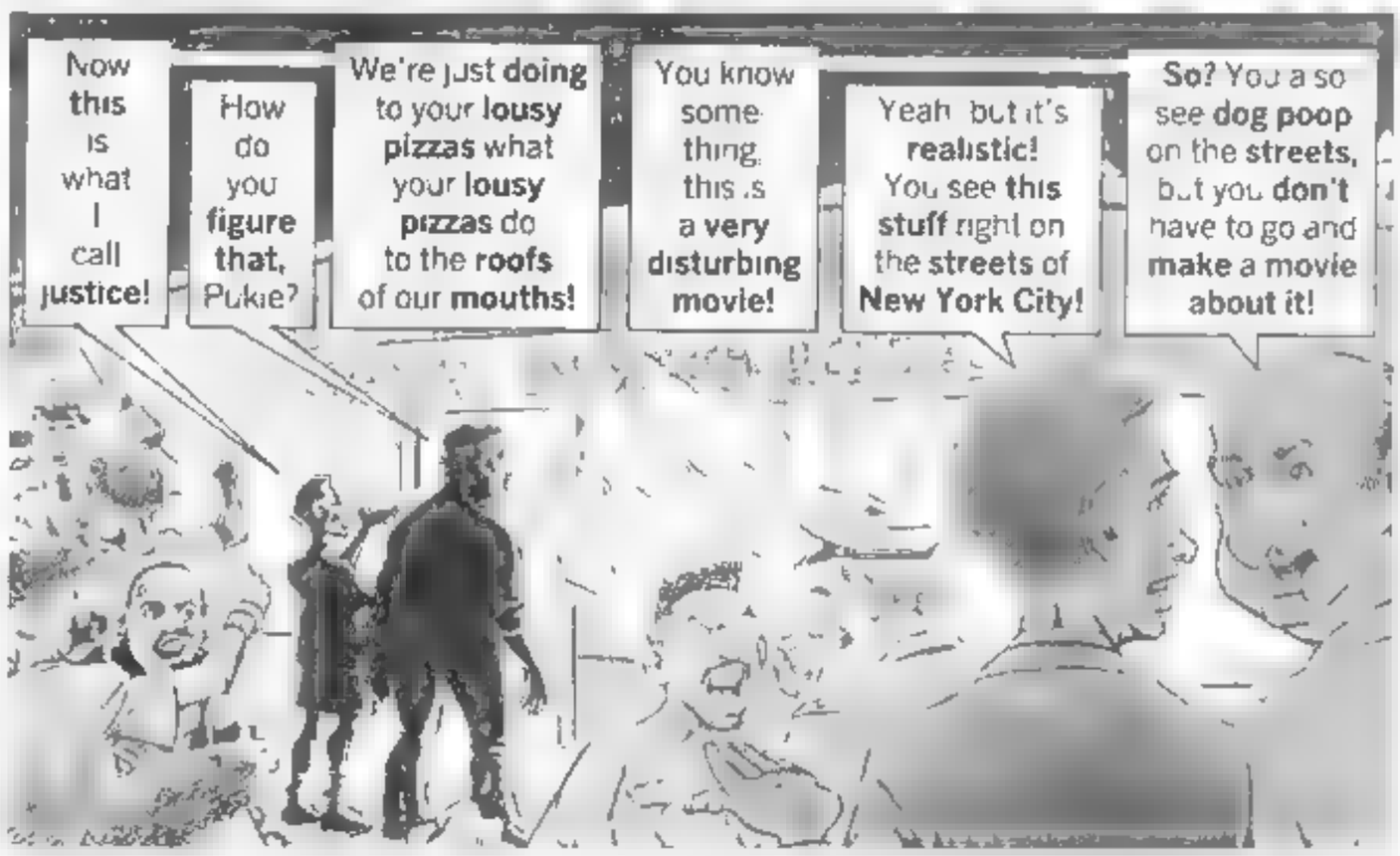
This is the 16th Bond film since 1962! There's only one thing that's still fun to do after 27 years—and watching a new James Bond movie isn't it, gang!

How come you set James Bond find me here?
This creep is James Bond? We didn t know who he was when he showed up—we were expecting someone who looks like Sean Connery, Roger Moore or even George Lazenby!

James Bond really lives dangerously! He can't keep going much longer at this pace!
Why, because he takes on so many deadly assignments that the odds are stacked against him?
Nah, t's because he scores w th every woman he meets! Nowadays, that's more dangerous than any silly 007 assignment! I hear they're already pre paring his next Bond movie—"License To Die"!

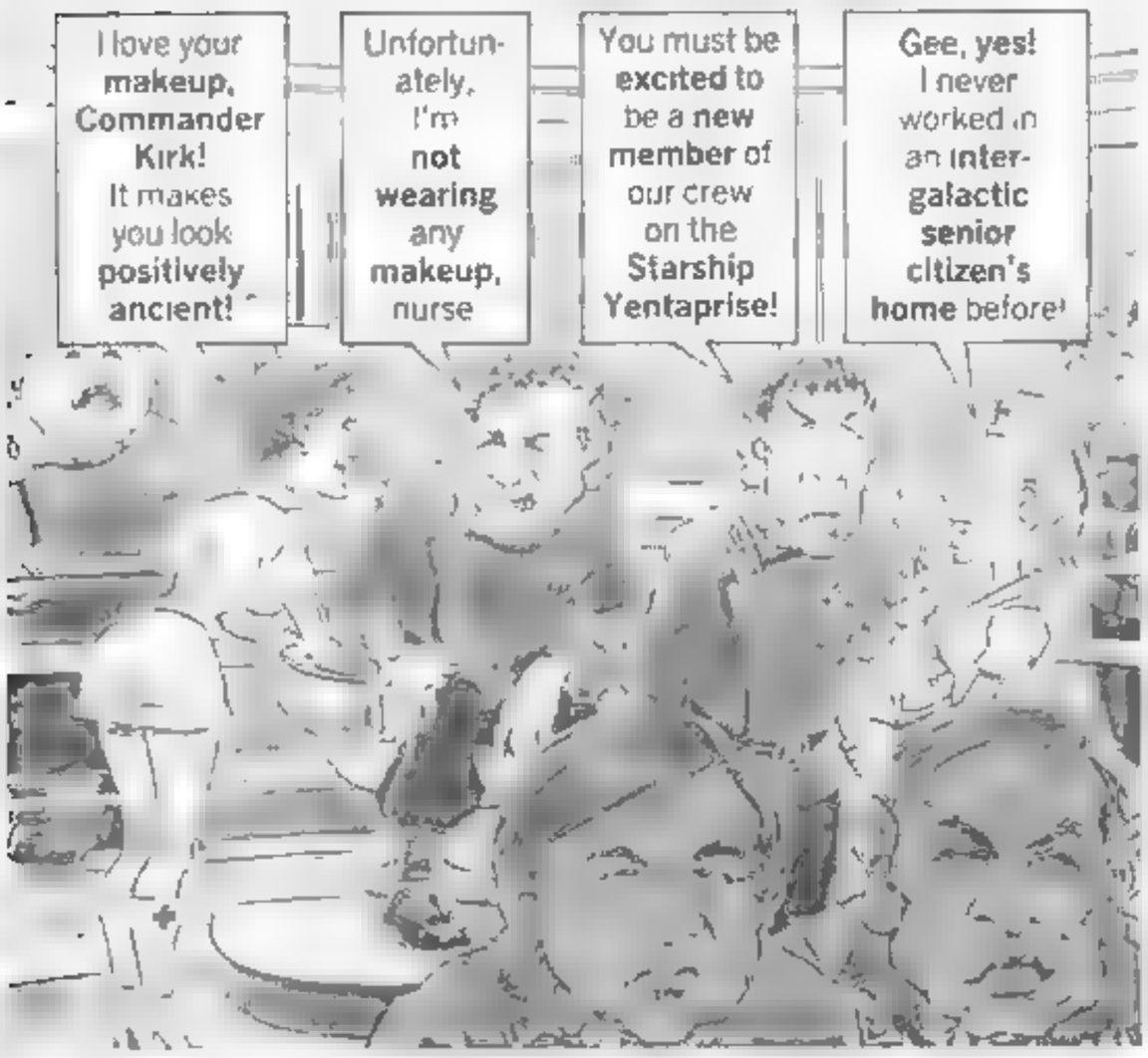
Do The Right Thing does for race relations what the Boston Massacre did for colonial harmony! The movie is simplistic, taking a complex subject and presenting it in terms of black and white (all the good guys being black and all the bad guys being white!) Spike Lee's a sure bet for this year's "Louis Farrakhan Brotherhood Award" for writing/directing this one!

The brothers don't want pictures of white movie stars and singers hanging on the wall!
What would they rather have, basketball players?
Right!
Okay! Tomorrow I'll hang up pictures of Larry Bird, Kevin McHale and Danny Ainge of the Boston Celtics! That should please them!


Now this is what I call justice!
How do you figure that, Pukie?
We're just doing to your lousy pizzas what your lousy pizzas do to the roofs of our mouths!
You know some thing, this .s a very disturbing movie!
Yeah but it's realistic! You see this stuff right on the streets of New York City!
So? You a so see dog poop on the streets, but you don't have to go and make a movie about it!

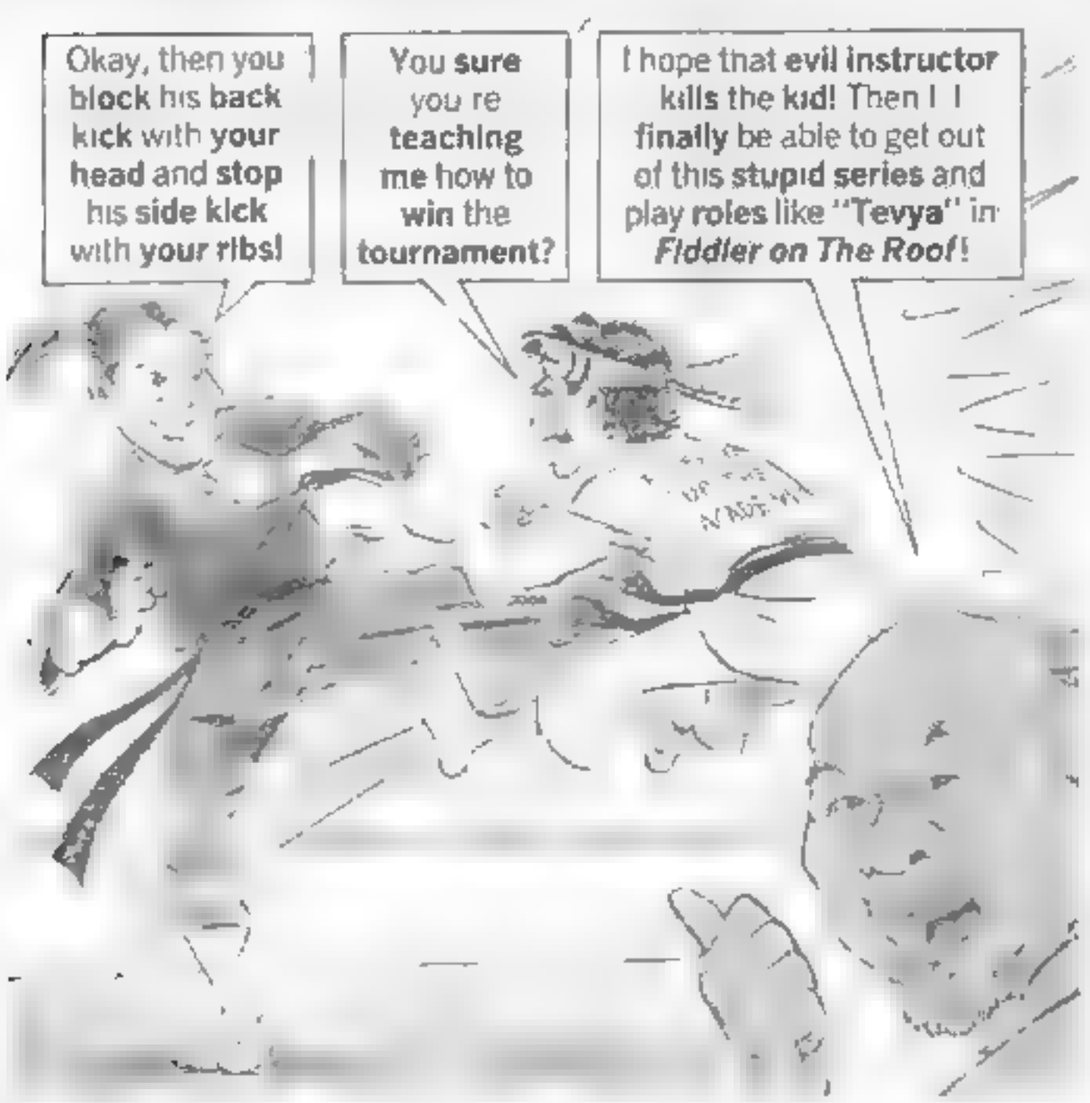
Star Trek V: The Final Frontier

Since Leonard Nimoy directed *Star Trek IV,* it was William Shatner's turn to direct this one! Thanks to him, we'll probably never get a chance to see how DeForest Kelley directs! Not too many people saw this film in theatres! Instead, they waited until it was available on tape so they could see *Star Trek* on TV sets where it should never have left!


I love your makeup, Commander Kirk! It makes you look positively ancient!
Unfortunately, I'm not wearing any makeup, nurse
You must be excited to be a new member of our crew on the Starship Yentaprise!
Gee, yes! I never worked in an intergalactic senior citizen's home before!
I can't believe it! We flew through a black hole, emerged in heaven, and here we are—face to face with God!
How was the trip? Hit much traffic? First, let's put on the old feedbag, have a few brewskies and watch some game shows or maybe a soap or two! Just name it, guys—I can get 5,000 channels with my dish! Sometimes the reception isn't what it should be, but well, that's after-life!
HI! I'M GOD WHO ARE YOU?

The Karate Kid III

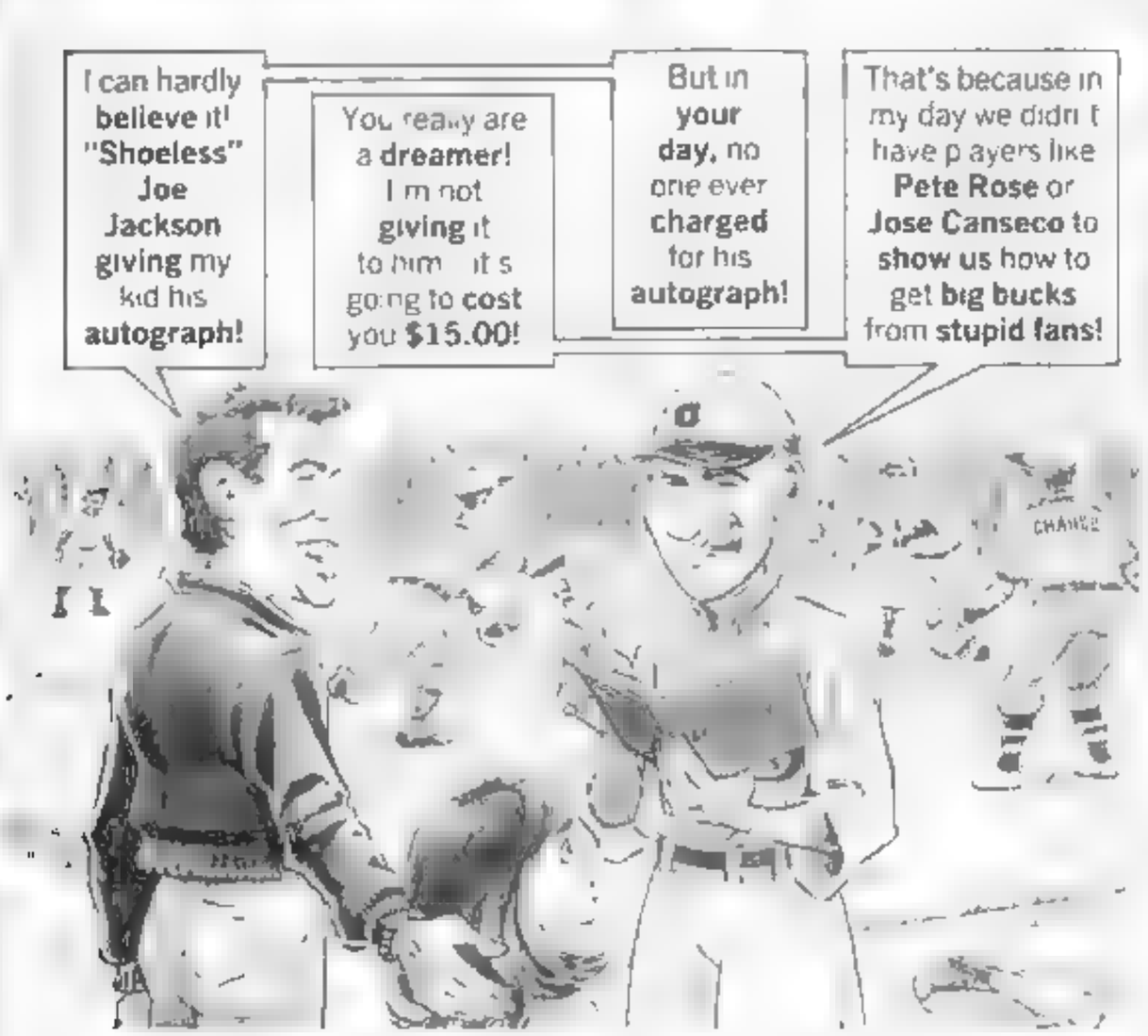
If you loved *The Karate Kid* and *The Karate Kid II, K.K. III* is so bad, you'll ask yourself why you ever enjoyed the first two! If you suffer from insomnia some night, this film may be a bit more entertaining than watching your dog sleep! Then again, it may not!

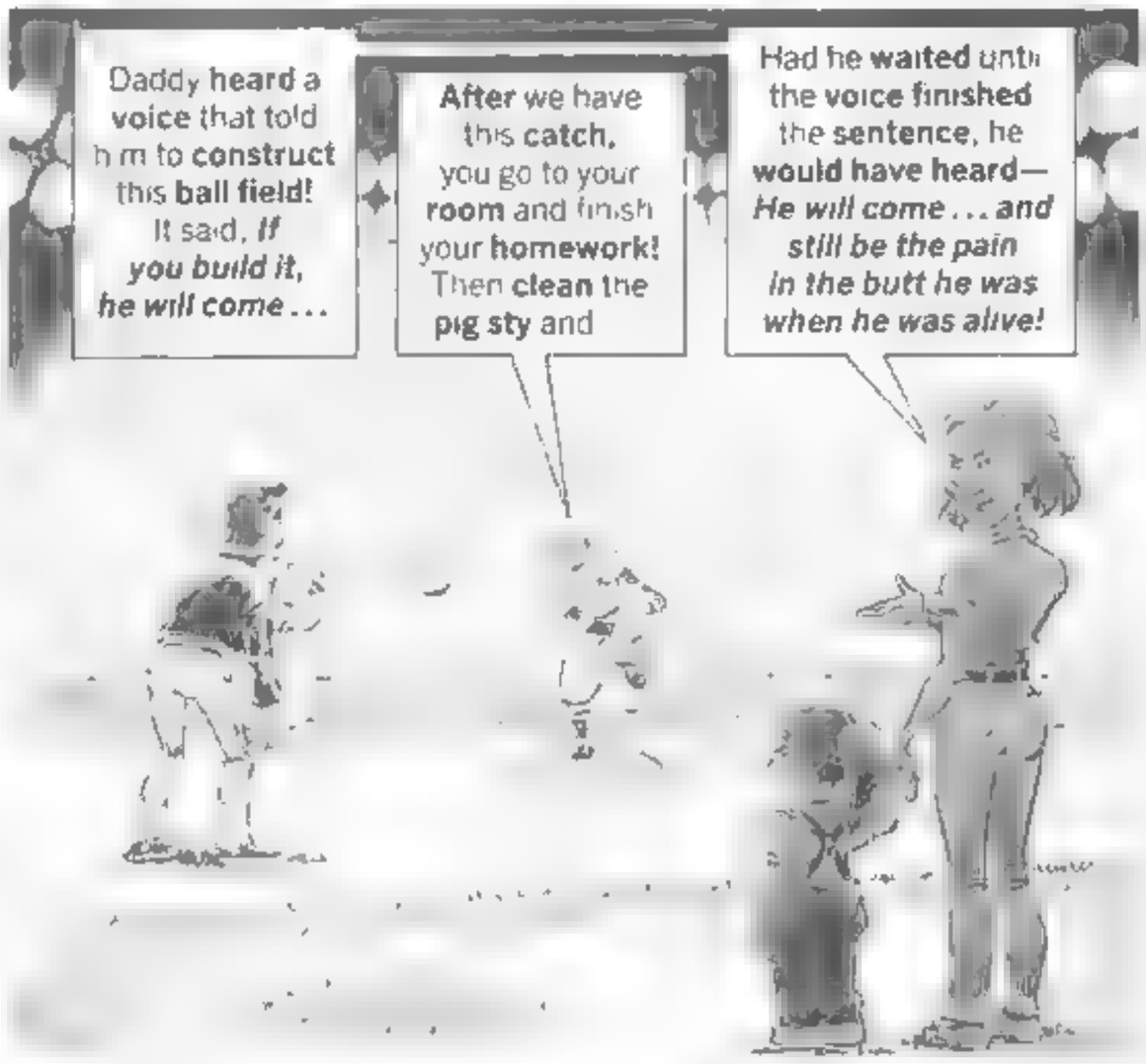

Okay, then you block his back kick with your head and stop his side kick with your ribs!
You sure you're teaching me how to win the tournament?
I hope that evil instructor kills the kid! Then I'll finally be able to get out of this stupid series and play roles like "Tevya" in Fiddler on The Roof!

Mr. Shmigegi, why won't you teach me karate anymore?
Because, Daniel, after two movies, you can get along fine without me!
But what if I lose the tournament?
Not to worry! By now you're old enough to play my part in Karate Kid IV!

Field of Dreams

Perhaps the best thing about *Field of Dreams* is that the field referred to has nothing to do with Sally! It's a fantasy about baseball that has no connection with the real world—like making a movie in which Yankee owner George Steinbrenner keeps his big mouth shut for an entire season!


I can hardly believe it! "Shoeless" Joe Jackson giving my kid his autograph!
You really are a dreamer! I'm not giving it to him—it's going to cost you $15.00!
But in your day, no one ever charged for his autograph!
That's because in my day we didn't have players like Pete Rose or Jose Canseco to show us how to get big bucks from stupid fans!


Daddy heard a voice that told him to construct this ball field! It said, If you build it, he will come . . .
After we have this catch, you go to your room and finish your homework! Then clean the pig sty and
Had he waited until the voice finished the sentence, he would have heard—He will come . . . and still be the pain in the butt he was when he was alive!

Parenthood

The makers of this film decided to avoid the same old clichés about parents and children and try something different. Unfortunately, the old clichés were a lot funnier! When the biggest laughs in a film involve a kid throwing up, you know you're in for a long evening!

I'm so proud of you! I heard you kicked the ball whenever it came close to you and you hit it with your head five times!
Yeah, I did! The trouble is, we weren't playing soccer—we were playing baseball!
What could be more embarrassing than having that dork for a dad?
Having that schmuck for an uncle!

This is your psychiatrist! I've arranged to see you three times a week!
And just what problem do you think that will solve?
The problem of my mortgage and car payments!

MAD A THE LESSER

A ROTTEN PAIR DEPT.

"Gruesome! Disgusting!! Loathesome!!!" you bark. But wait! Before you respond too negatively to something, you should consider its alternative. It may be even more vile! So don't just sit there—get up and exercise your decision skills! You have some ugly choices to make as...

ARTIST: PAUL COKER

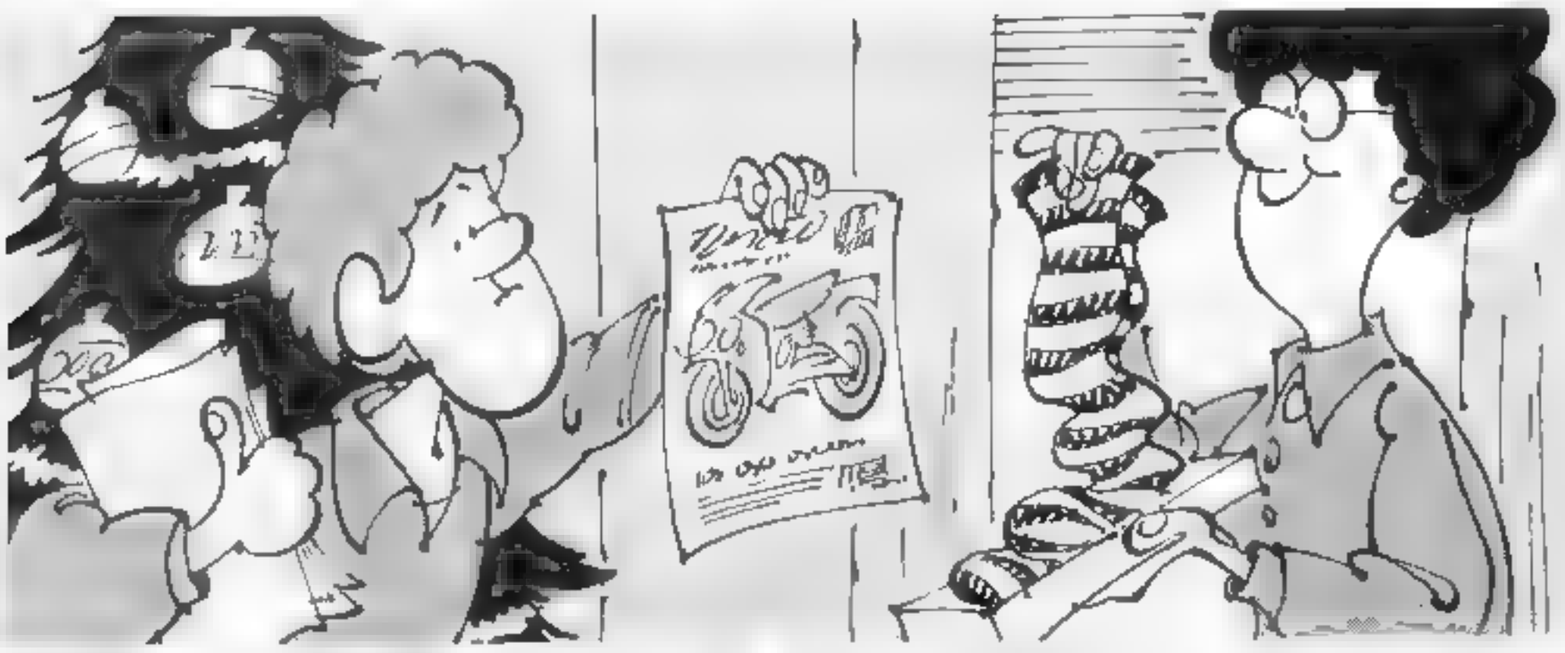
Sleazy "unauthorized biographies" that trash the reputations of defenseless dead celebrities...

OR

...the sickeningly pompous "vanity books" celebrities write about themselves while they're still alive?!!

Young pop singers closer to infancy than puberty who are crooning about love and sex...

O



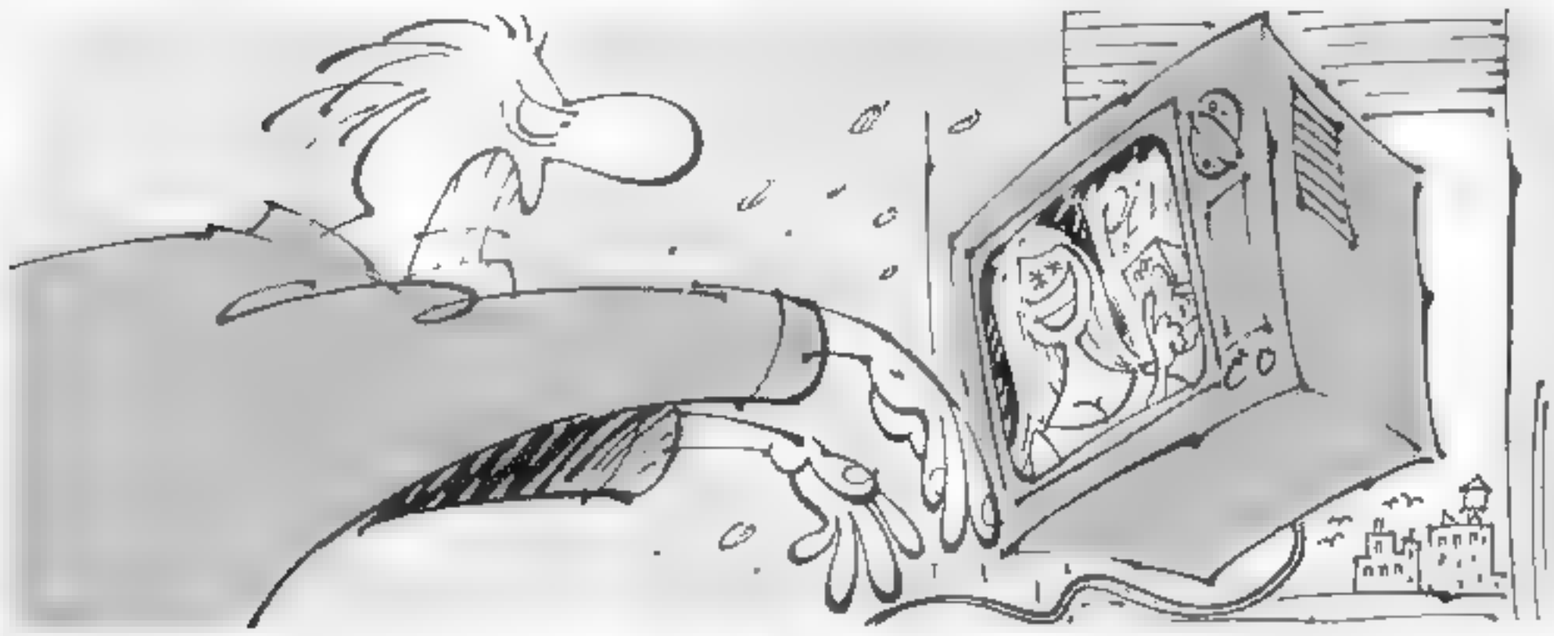
Issuing a "Christmas Wish List" of what you really want—and looking like a greedy, materialistic pig...

OR

...taking your chances—and bracing for an onslaught of socks, underwear and fountain pens?!!

Coin-operated video games so addictive, you wind up wasting all your spare cash on them...

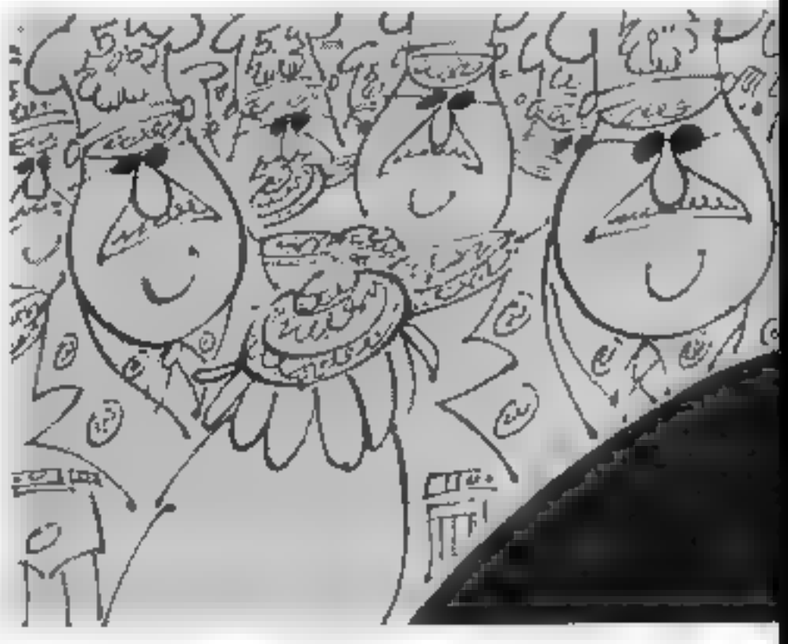
O



Slick TV commercials produced by ad agency weasels who know all of the "subliminal tricks" in the book...

OR

...sub-moronic "home-made" spots put together in a half hour by the company president's brain-dead son-in-law?!!



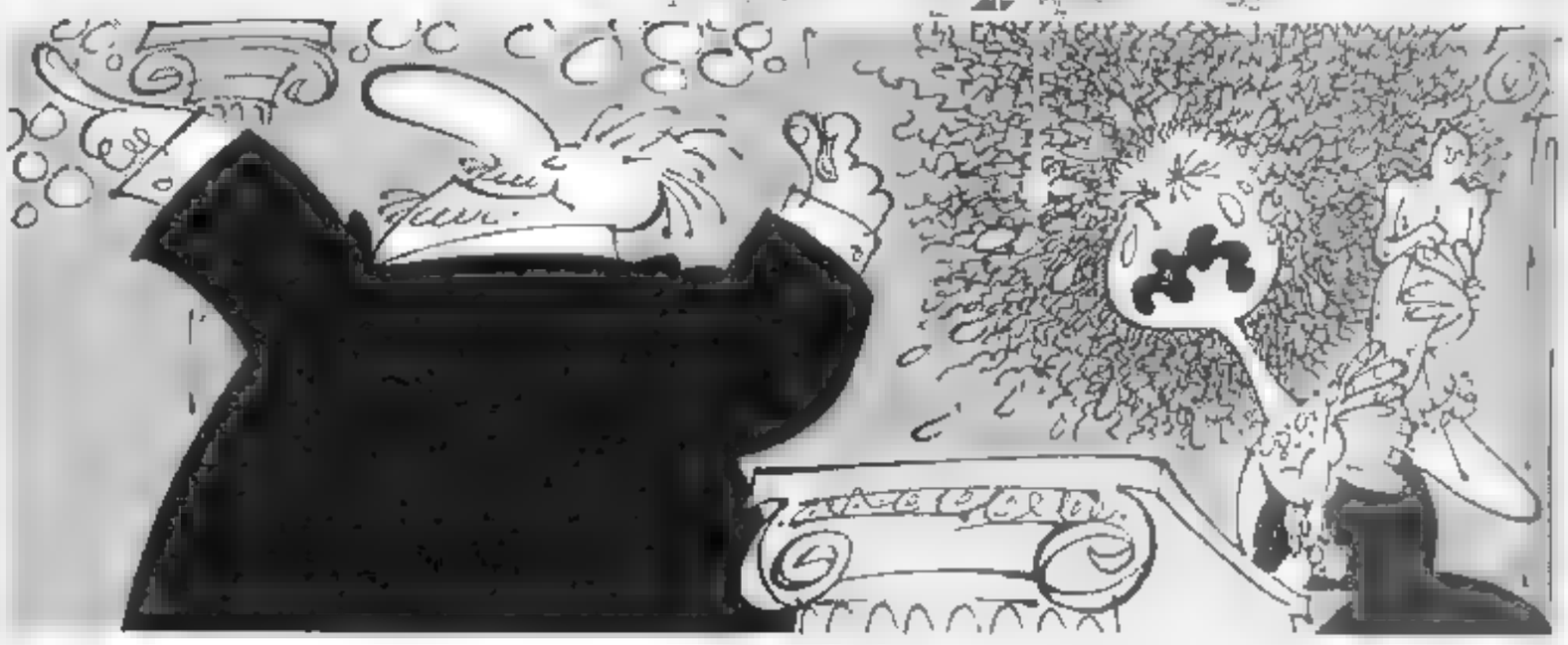
The repulsive dictators the U.S. associates with in the name of "national security interests"...

O

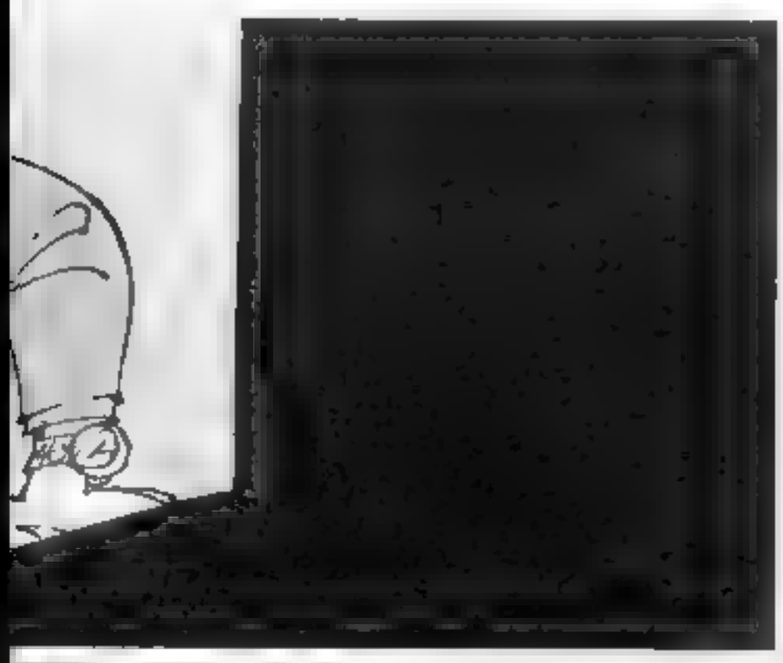
SKS: WHICH IS OF TWO EVILS???

WRITER: MIKE SNIDER

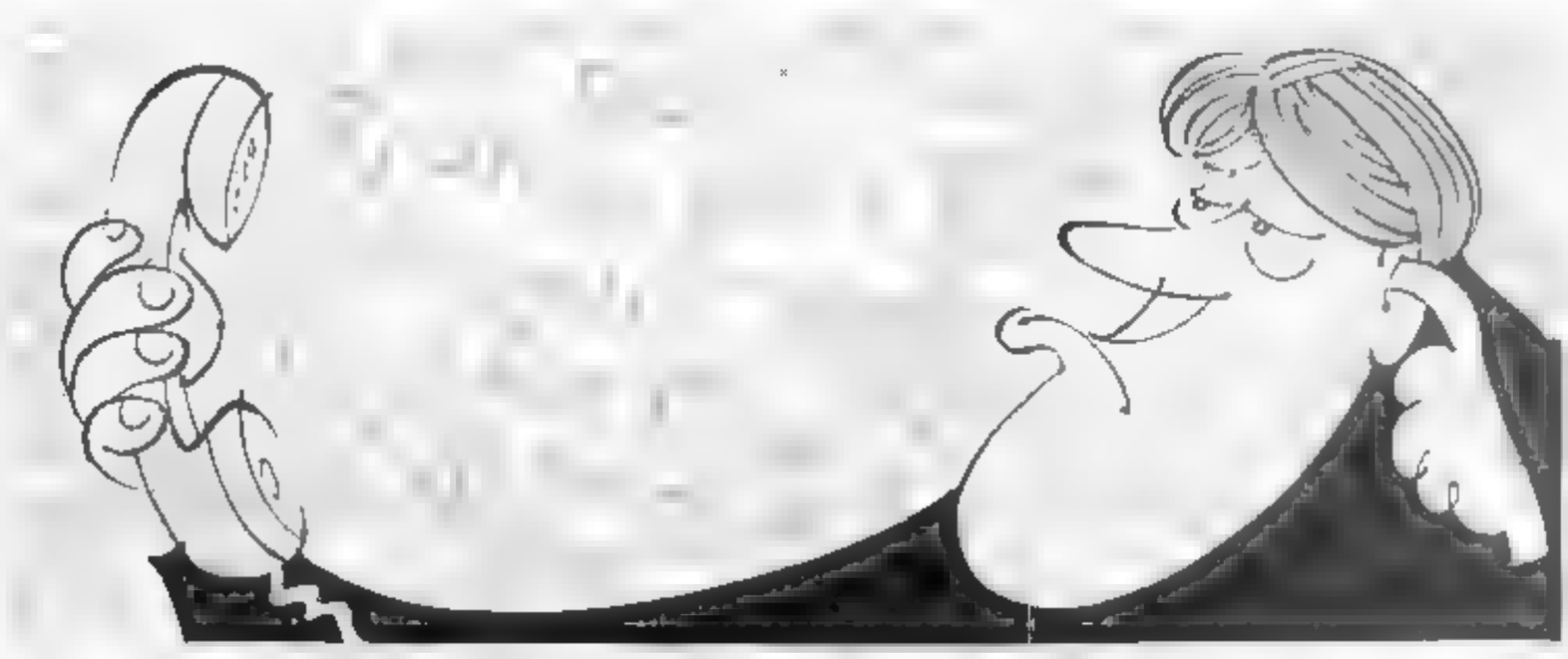
R ...way-past-their-prime "legends of rock-n-roll" who expect us to believe they're still sixteen?!!



Academy-Award Show production numbers that prove Hollywood has more than its share of tone-deaf clods... **OR** ...the too-horrible-to-contemplate alternative—an evening of uninterrupted acceptance speeches?!!

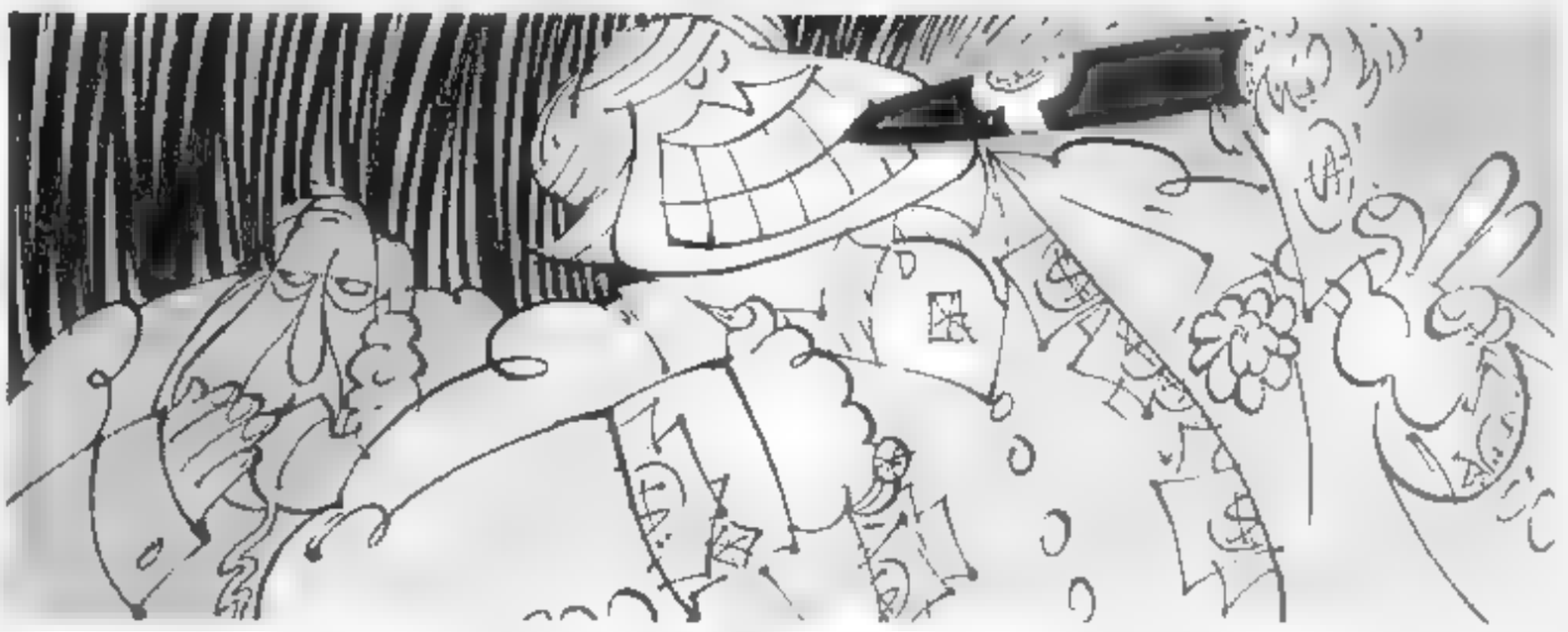


R Nintendo home versions of the same arcade favorites that merely consume all of your spare time?!!



Missing important calls because bird-brain friends and relatives are always tying up your line... **OR** ...getting Call Waiting—and constantly having your important calls interrupted by the same boobs?!!

R ...the even more loathsome vermin who usually wind up replacing the dictator when he's overthrown?!!



Secretive capitalists who wheel and deal in back rooms, away from the scrutiny of the public eye... **OR** ...self-promoting ego-maniacs of high finance who won't stay out of the public eye for a minute?!!

BROKEN PREMISES DEPT.

TV-SHOW "THEME WEEKS" That Didn't Quite Work Out

ARTIST: RICK TULKA WRITER: MIKE SNIDER

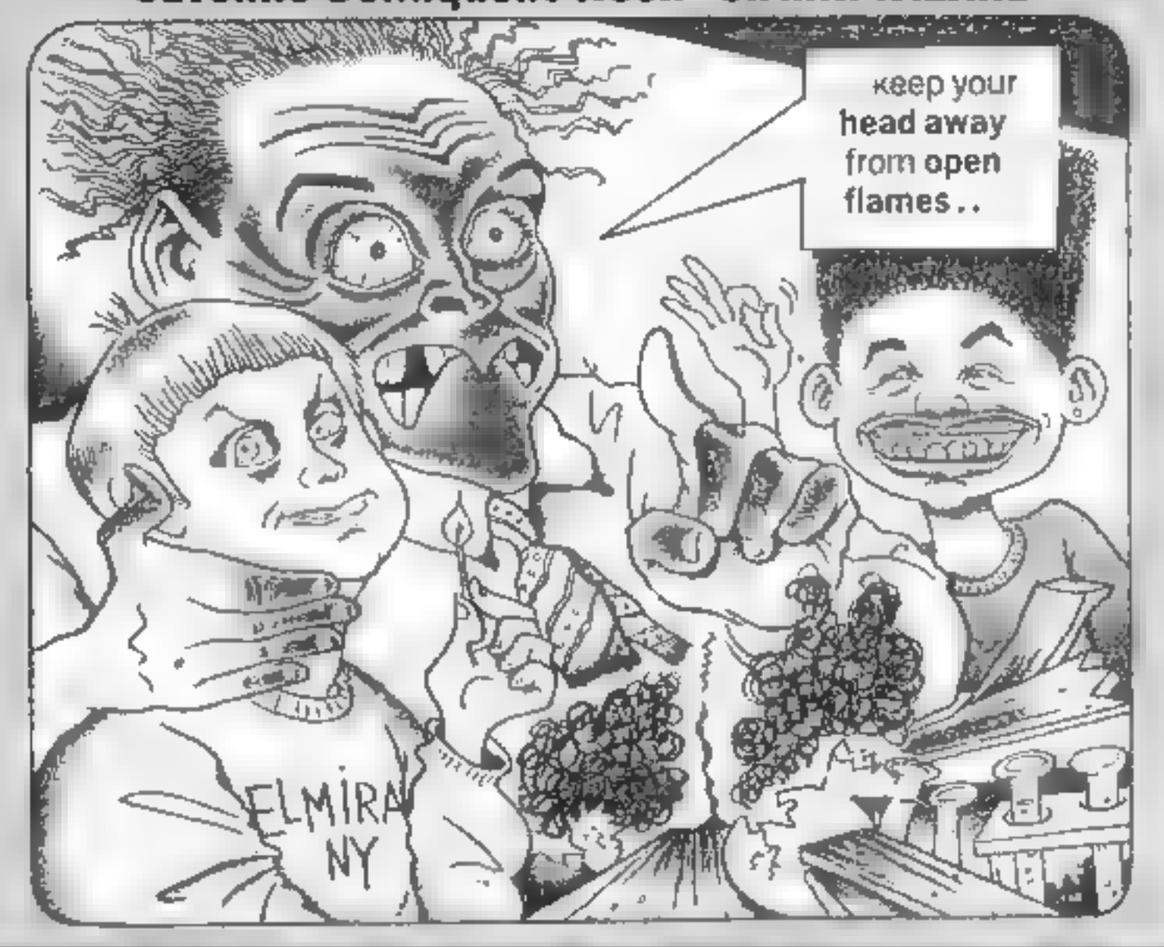
In today's troubling times, TV producers often resort to what are called "theme weeks" in a lame effort to prop up their sagging ratings. We get barraged with stupid junk like "Seniors Week," "Engaged Couples Week," and "Daytime-Soap-Star Week" ad infinitum! But if you thought that stuff wasn't fit for broadcast, check out the swill that *didn't* make it on the air! Here's

"Shiite Muslim Week" on *SERMONETTE*

"PBS Week" on *REMOTE CONTROL*

"Misdemeanor Week" on *AMERICA'S MOST WANTED*

"Juvenile-Delinquent Week" on *MR. WIZARD*

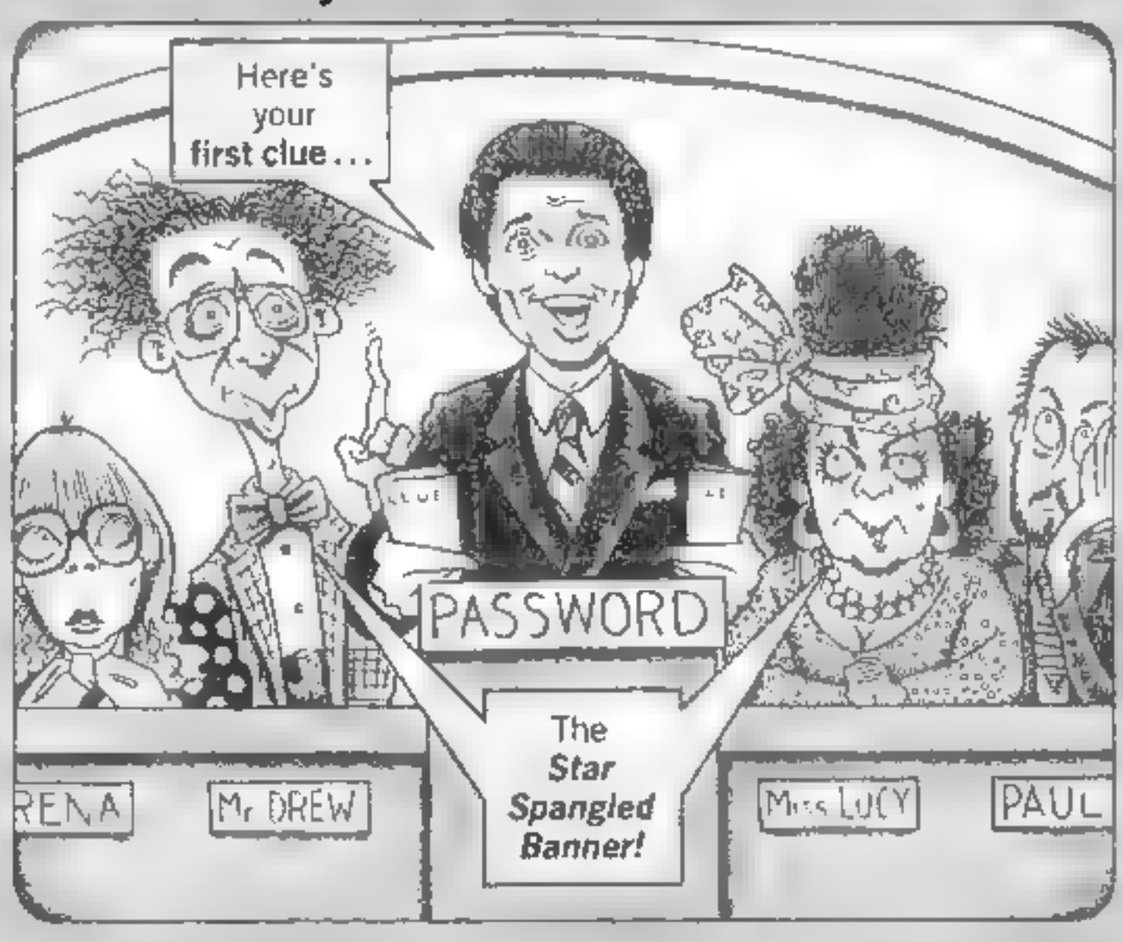


"Meat Week" on *THE HOME SHOPPING CLUB*

"Geek Week" on *LOVE CONNECTION*

"College Wrestler Week" on *THE W.W.F.*

"Psychic Week" on *PASSWORD*



"Seniors Week" on *DOUBLE DARE*

"MAD Artist Week" on *WIN, LOSE OR DRAW*

ONE RON, NO HITS, ONE ERA DEPT.

Well, the 90's are here and that means the 80's are forever gone—that is until they come back again, preceeding the 90's in the next century. Of course, when that happens we'll say

A Mad Look At Th

ARTIST: ANGELO TORRES

Remember our well-meaning but semi-functional Chief Executive, Ronald Reagan? His critics said he was too old to handle the responsibilities of the job!

The hot line from Moscow has been ringing all day! What are we go ng to do?
We ll ask President Reagan as soon as he wakes up!
When will that be?
1989!

No doubt you recall that great patriotic slogan of the 80's: BUY AMERICAN! Wasn't it crazy how the greatest patriots of all turned out to be foreigners?

I hear the Japanese own every building on this street except yours. What happened?
Our Arab landlord wouldn't sell!
SAMURAI LANDLORD

Those wild 80's will always be remembered as a time when every sports personality had a manager or agent and salaries went skyrocketing through the roof!

I tell ya, he's worth a million bucks next year. This season he batted 110% and he didn't strike out even once!
Yeah, but the kid's a batboy! $43,000 is my final offer!
Forget it! The football Giants have already offered him $60,000 to handle their Gatorade!
NOJ PEPPER

Who could ever forget how companies all over the country responded to that kooky, kinky product-tampering craze by packing their goods with all sorts of new safety tabs, seals, covers and lids?

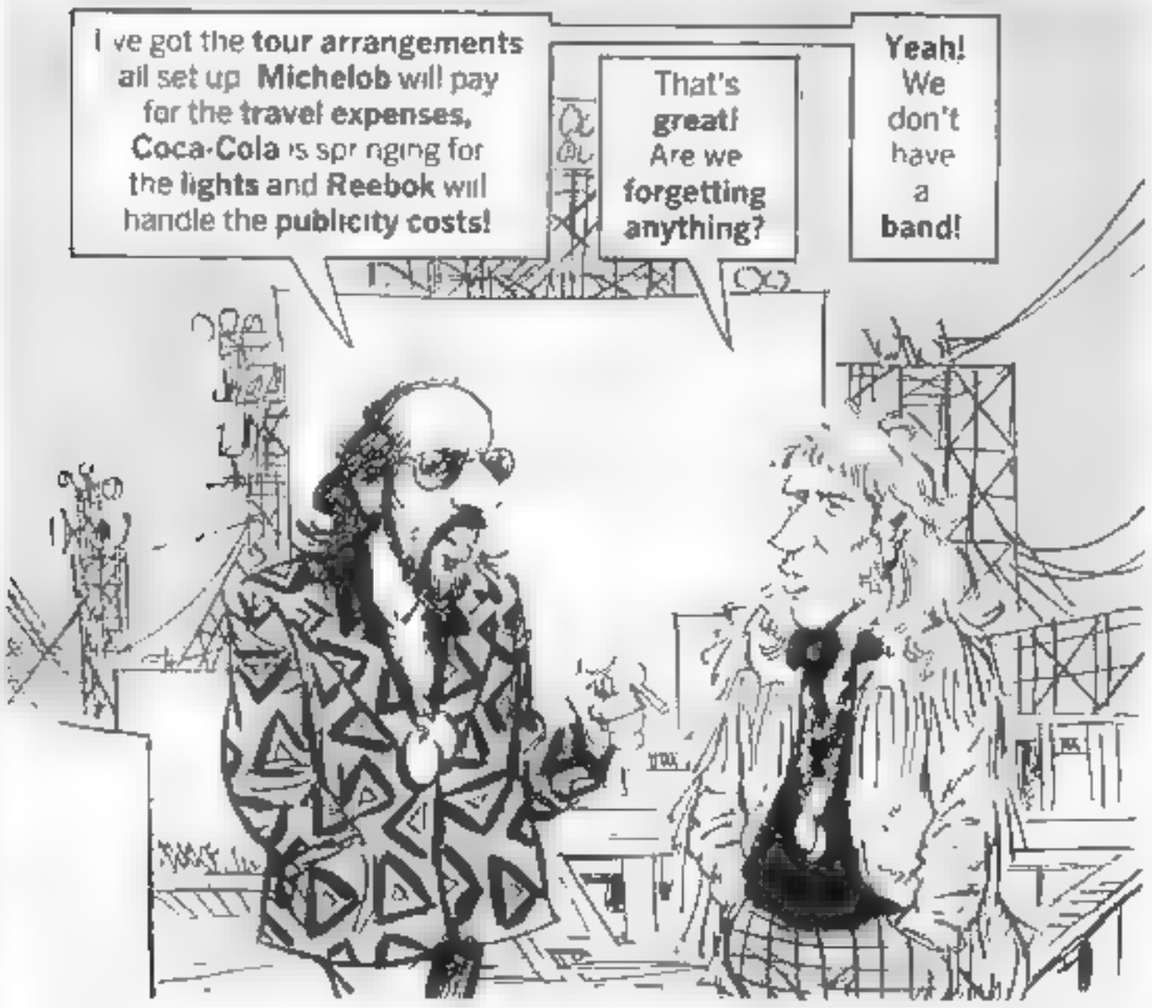
When I got home I noticed the tamper-proof seal was broken! I want it replaced!
It's a good thing you caught that! Some nut may have put something in it! Now, was that the regular or extra strength roach poison?

the 90's are here and the 80's are forever gone even though this totally false statement will have no more validity then than it does now. All this is our stupid way of introducing...

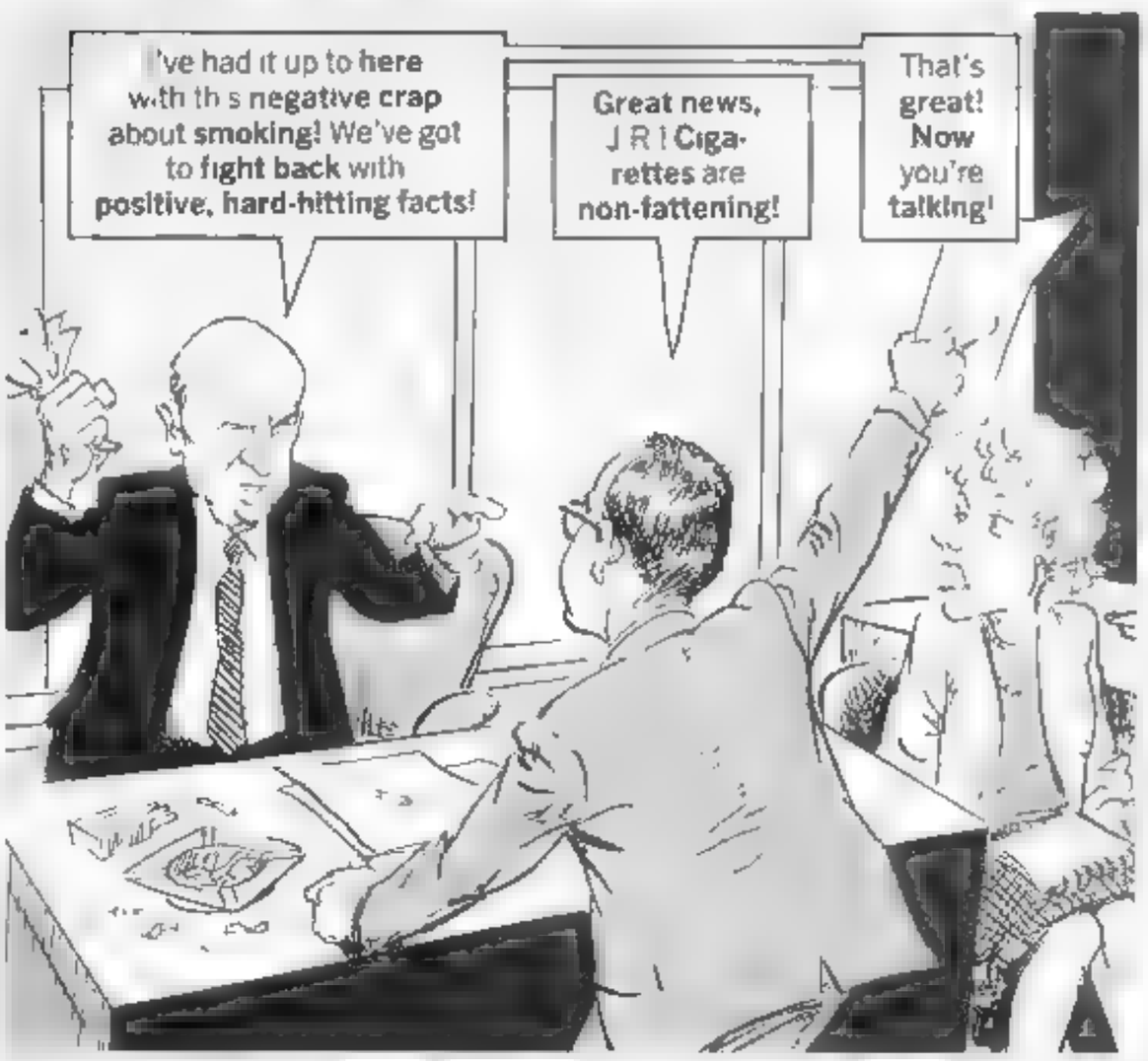
...he Fabulous 1980's

WRITERS : LARRY SIEGEL AND BILL FIBBERS

Yup, it was in those anything-goes 80's that beer, soft drink and clothing manufacturers talked many of rock's superstars into selling out and allowing corporate sponsorship of nationwide concert tours!


I've got the tour arrangements all set up. Michelob will pay for the travel expenses, Coca-Cola is springing for the lights and Reebok will handle the publicity costs!
That's great! Are we forgetting anything?
Yeah! We don't have a band!

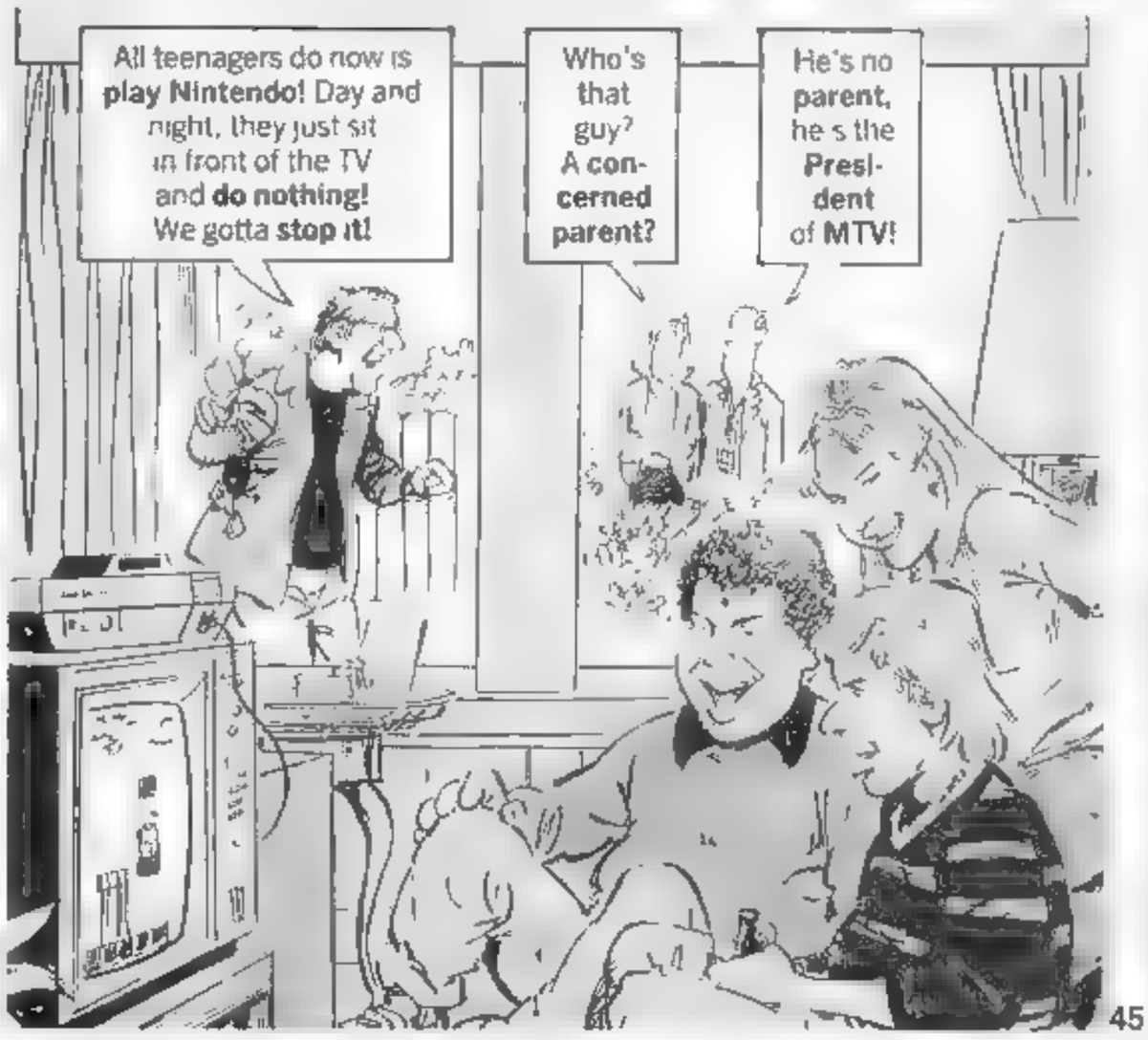
What a pounding the tobacco companies took in the 1980's! Everyone from the U.S. Surgeon General on down was bashing the dangers of smoking!


I've had it up to here with this negative crap about smoking! We've got to fight back with positive, hard-hitting facts!
Great news, J R ! Cigarettes are non-fattening!
That's great! Now you're talking!

When MTV premiered, their 24-hour-a-day music videos revolutionized rock! And for the first time in music history, the way a group sounded wasn't as important as how they looked on camera!

All teenagers do now is watch MTV! They just sit in front of the TV and do nothing! We gotta stop it!
Who's that guy? A concerned parent?
He's no parent, he's the owner of a rock radio station!

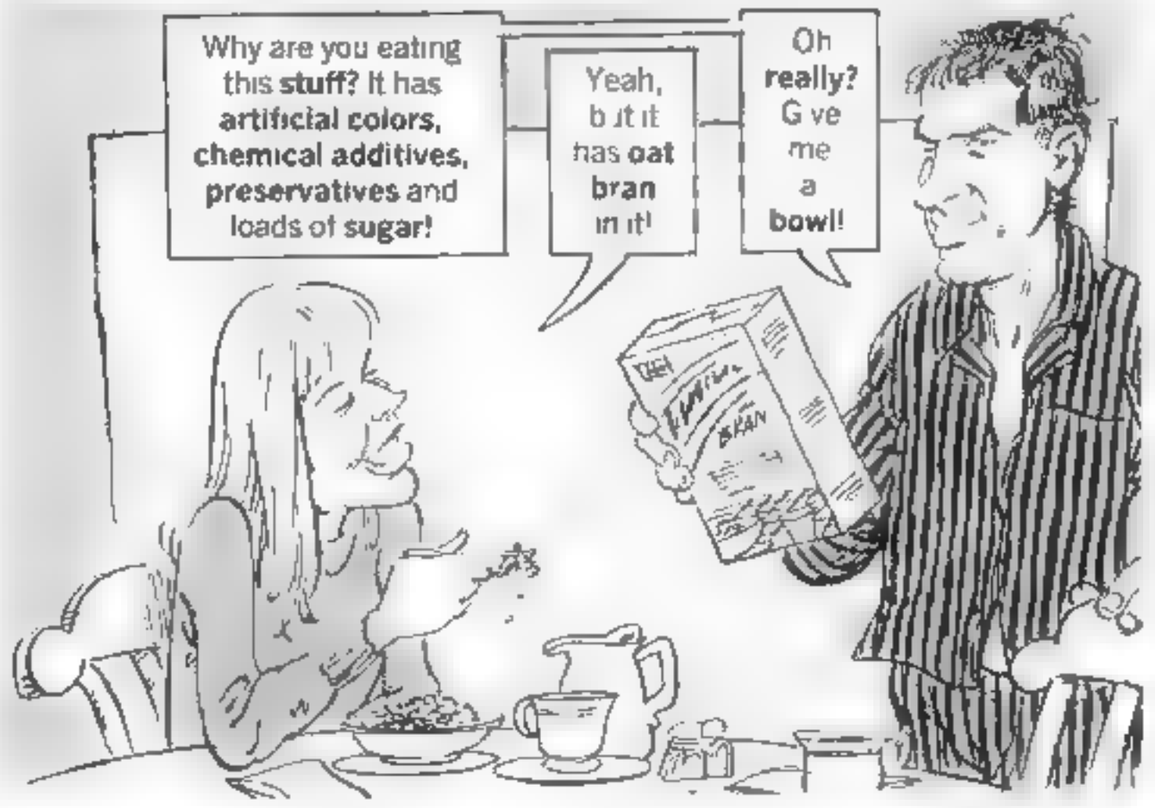
Remember when the first thing kids did when they got home from school was play Nintendo for hours? They knew the Mario Brothers better than their own parents!


All teenagers do now is play Nintendo! Day and night, they just sit in front of the TV and do nothing! We gotta stop it!
Who's that guy? A concerned parent?
He's no parent, he's the President of MTV!

Remember when that happening dude Mikhail Gorbachev rose to power in the Soviet Union? He came up with Glasnost, those zany social changes that brought new openness and great personal freedoms to Russians!

Under Glasnost, we plan to be more democratic and run our elections the same way you do here in America!
You mean you'll have several independent candidates and your citizens will make choices in private voting booths?
No, I mean we're going to have manipulative polls, misleading political commercials and sleazy smear tactics!

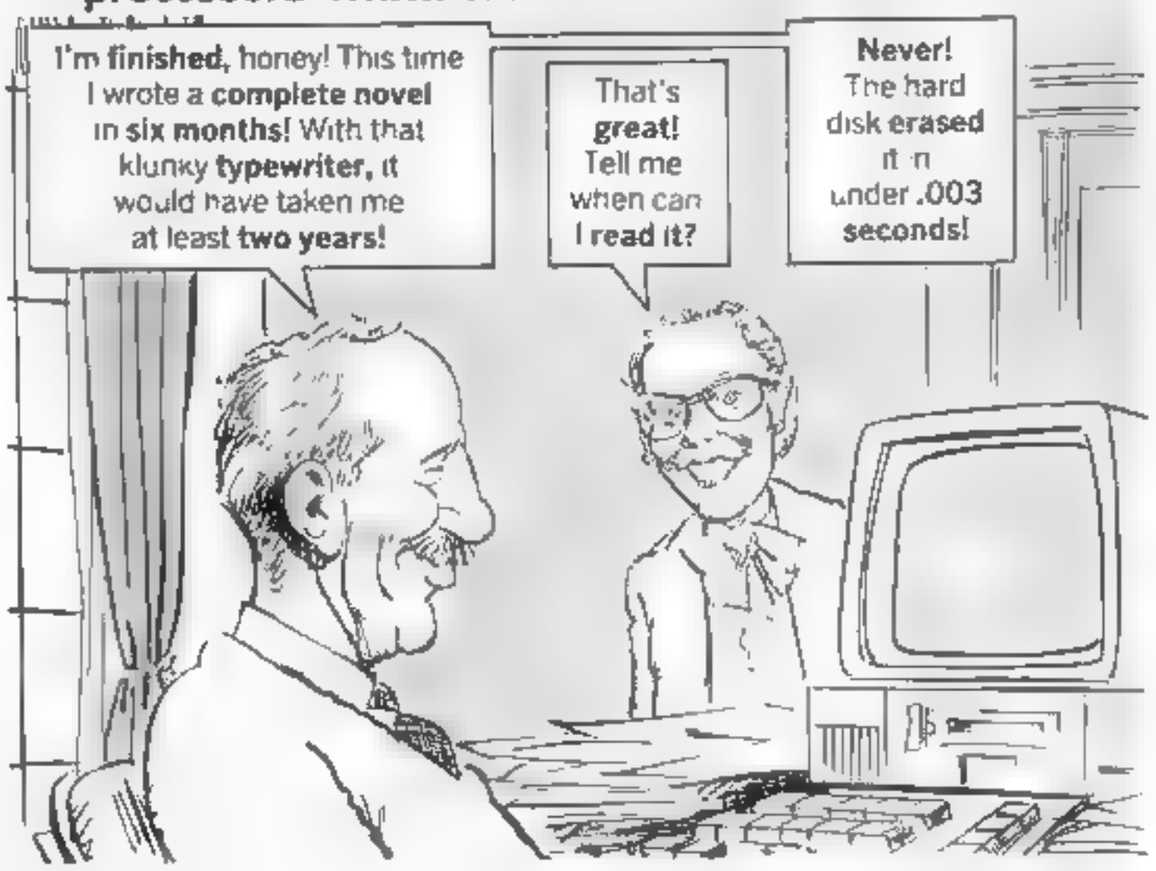
And who could forget when that weird high-fiber foods fad hit? Everyone was trying to eat as much of the stuff as they could because they heard it would lower their cholesterol levels!


Why are you eating this stuff? It has artificial colors, chemical additives, preservatives and loads of sugar!
Yeah, but it has oat bran in it!
Oh really? Give me a bowl!
BRAN

Back in those madcap, topsy-turvy '80s, remember how we were all caught up in repainting, redecorating and putting new fronts on famous landmarks?

I've spent $150,000 on my new look this year
Wow, that's a lot for plastic surgery!
I spent $450,000 on plastic surgery I spent the $150,000 on photos! My look changes every week so I always need new press shots!
Why did you have your nose fixed, your skin lightened and your forehead remodeled?
I just wanted to show off my natural beauty!

The 1980's was truly the decade of the computer. Writers had a love affair with high-tech word processors which let their creative skills soar!


I'm finished, honey! This time I wrote a complete novel in six months! With that klunky typewriter, it would have taken me at least two years!
That's great! Tell me when can I read it?
Never! The hard disk erased it in under .003 seconds!

And what about that wild "Trash TV" trend, when no topic was considered too perverse or disgusting to be openly discussed before a national TV audience!

That gang's been calling for them to bring out that convicted Satan-worshipping Nazi child molester for hours! Are they some kind of lynch mob?
No! They're booking agents for Geraldo, Morton Downey, Sally Jessy Raphael and A Current Affair!

Remember the funny, outlandish Iran/Contra Scandal and all those crazy, clownish characters like John Poindexter, Bill Casey, William Secord, Fawn Hall, and the most ridiculous of them all, Ollie North?

Sir, is it true you lied to Congress, shredded incriminating documents and illegally assisted the Contras with money from the illegal sale of weapons to Iran?
Yes, but only because I'm a true patriot! We only sold weapons to Iranian moderates!
And just who are Iranian moderates?
Anyone holding six hostages or less!

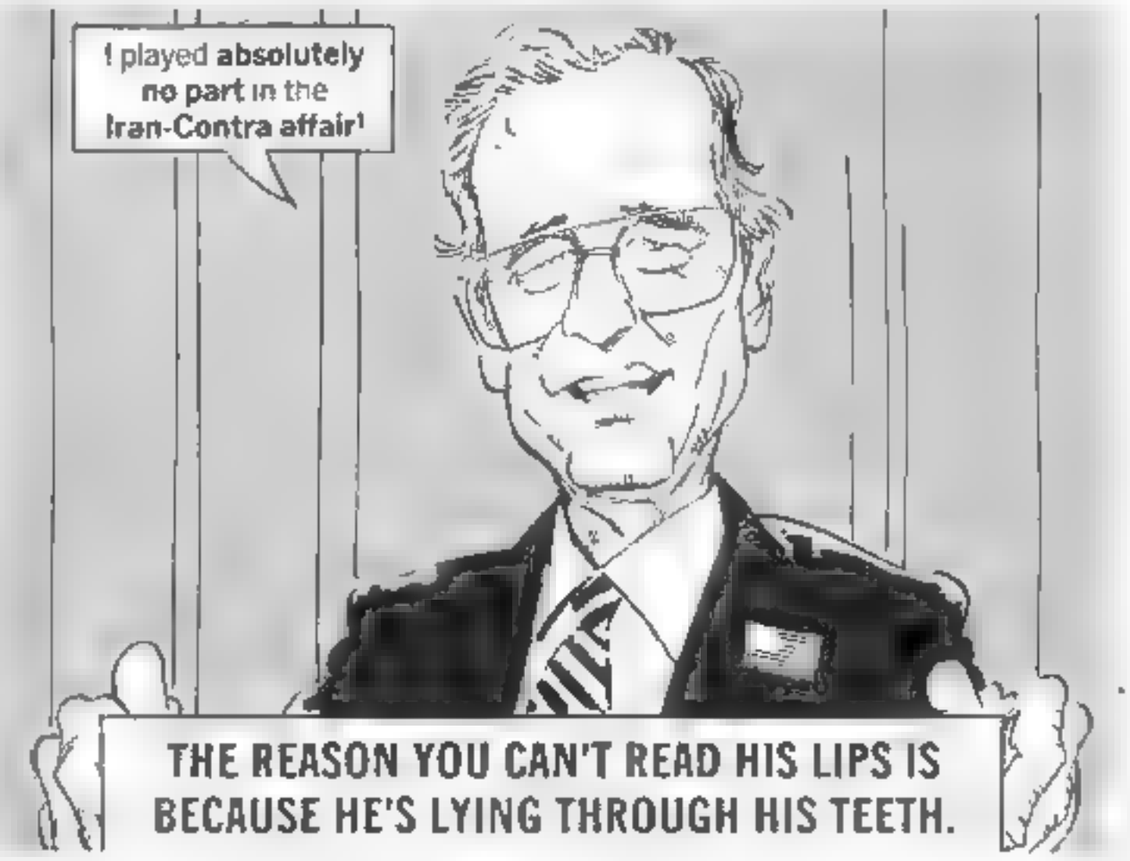
What about heavyweight champion Mike Tyson and all the people he K.O.'d in the eighties?

Remember the '80s wacky fitness craze? We were all dedicated to keeping our cholesterol down, staying fit and having beautiful bodies. So what was our favorite television show at the end of the decade?

Corporate takeovers were big! Executives learned they could enlarge their companies just by going into debt and taking over other companies instead of improving their product or making more jobs!

Bland Industries was just taken over by Temex Oil because Sleazco merged with PigAmerica to prevent a buyout by Skunk Motors!
What does all of this mean?
Either you're fired or you're the new top man!

One of the biggest surprises of the eighties came when we elected George Bush to be our new President and then discovered that he's Joe Isuzu's brother!


I played absolutely no part in the Iran-Contra affair!
THE REASON YOU CAN'T READ HIS LIPS IS BECAUSE HE'S LYING THROUGH HIS TEETH.

And who can forget those three cute otherworldly creatures of the 1980's who made us laugh out loud with their sayings and their silly behavior?

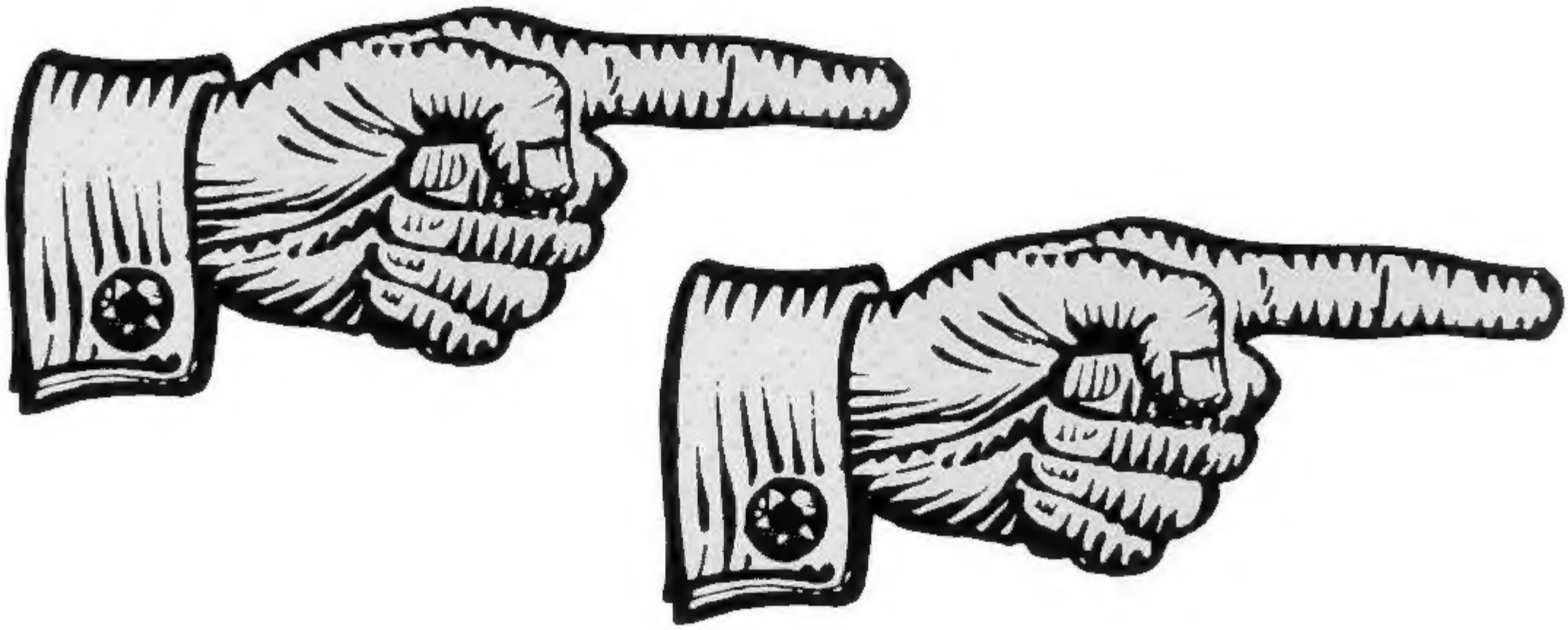
And so, as the 1980's forever fade into the misty past, forever shrouded in the veil of yesterday. who remembers Fritz Mondale or Michael Dukakis?

Come to think of it, neither do we!!

THE ASTOUNDING AERONAUTIC ADVENTURE

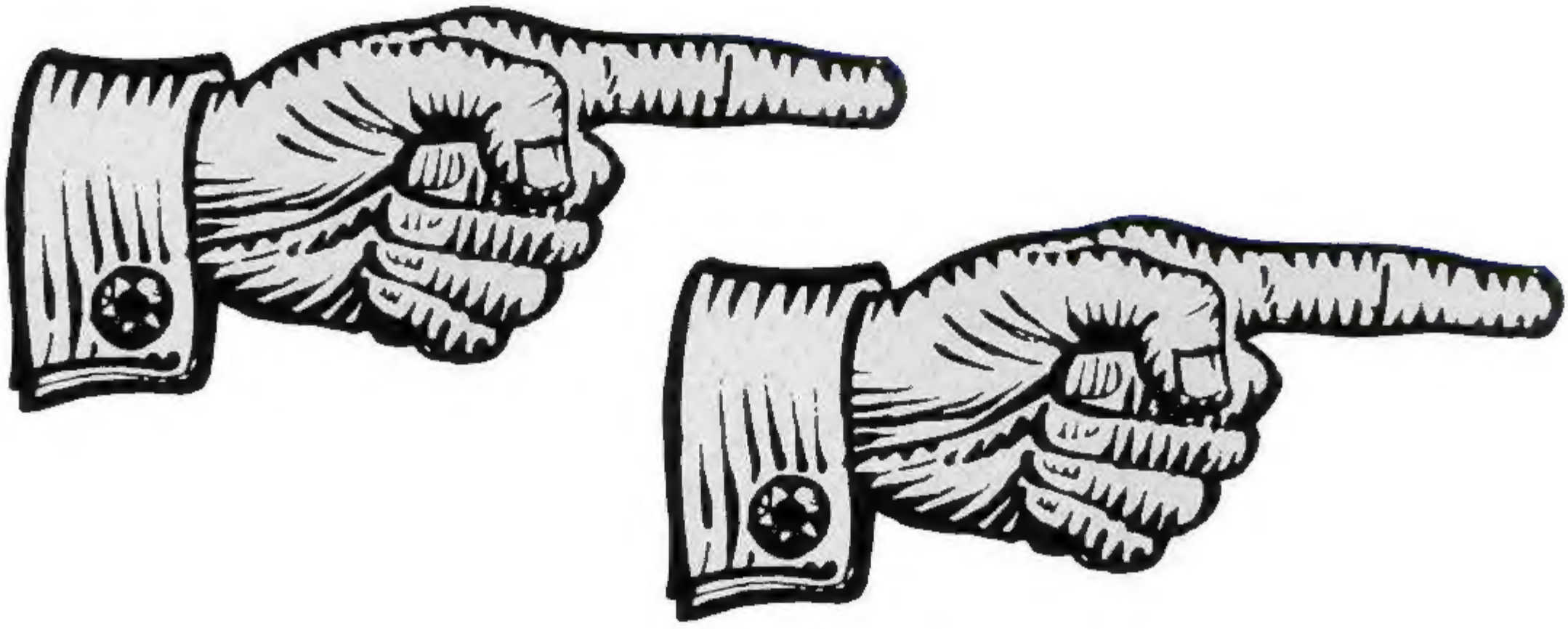
TOWER! THIS IS FLIGHT 84! WE'RE IN TROUBLE! I CAN'T GET THE LANDING GEAR DOWN!
CHECK OUT YOUR PASSENGER LIST, FLIGHT 84!
PASSENGER LIST? WHY? THIS IS A CHARTER FLIGHT! WE'RE CARRYING THE BROOKLYN MAULERS ROLLER DERBY TEAM!
EXACTLY! FIGURE IT OUT, DUMMY!

ARTIST & WRITER: DUCK EDWING



Nothing to see here!

Please skip ahead.



WHAT BELOVED, LEGENDARY BALL PLAYER IS A POOR BET TO MAKE THE HALL OF FAME?

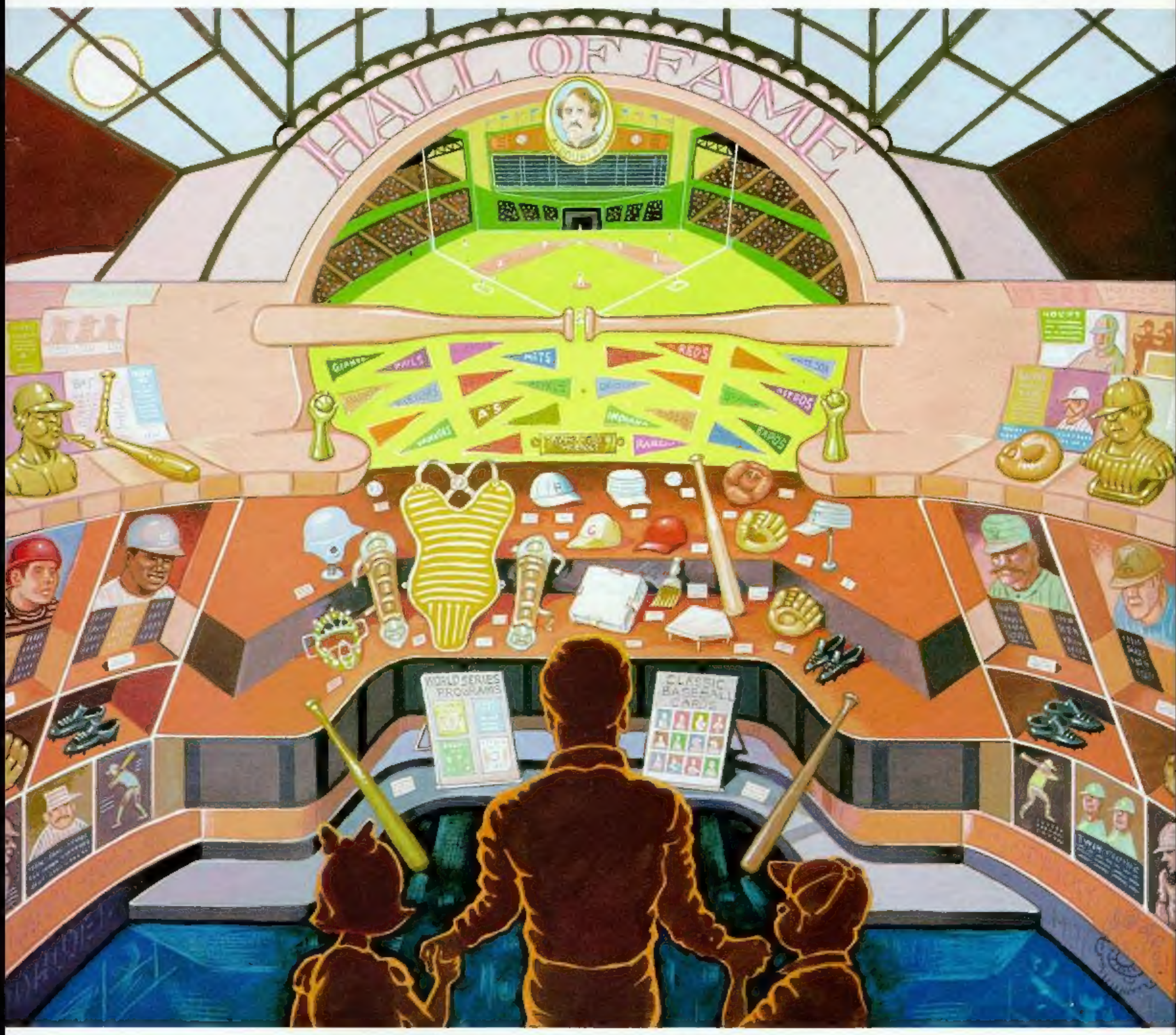
HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

"Like a fading rose" is how a certain ballplayer's chance of getting into The Hall of Fame is described. "For Pete's sake, this is not fair!" is the cry heard from many fans. To find out who they're yelling about, fold page in as shown.

FOLD PAGE OVER LIKE THIS!

A ► FOLD THIS SECTION OVER LEFT ◄ B FOLD BACK SO "A" MEETS "B"



A HALL OF FAME NOMINEE'S CHANCES
PETER OUT IF HE'S BAD. LIKE A THORN ON A ROSE
HE'S BOUND TO IRRITATE THOSE WHO JUDGE
CHARACTER ABOVE ALL ELSE. HALL OF FAMERS MUST NOT LIE
OR GAMBLE OR CHEAT. OTHERWISE THEY ARE SURE TO
BRING DISGRACE ON THEMSELVES AND LET THEIR FANS DOWN.

A ► ◄ B

WHAT BELOVED, LEGENDARY BALL PLAYER IS A POOR BET TO MAKE THE HALL OF FAME?

FOLD PAGE OVER LIKE THIS!

A ▶◀ B FOLD BACK SO "A" MEETS "B"

CHARLIE

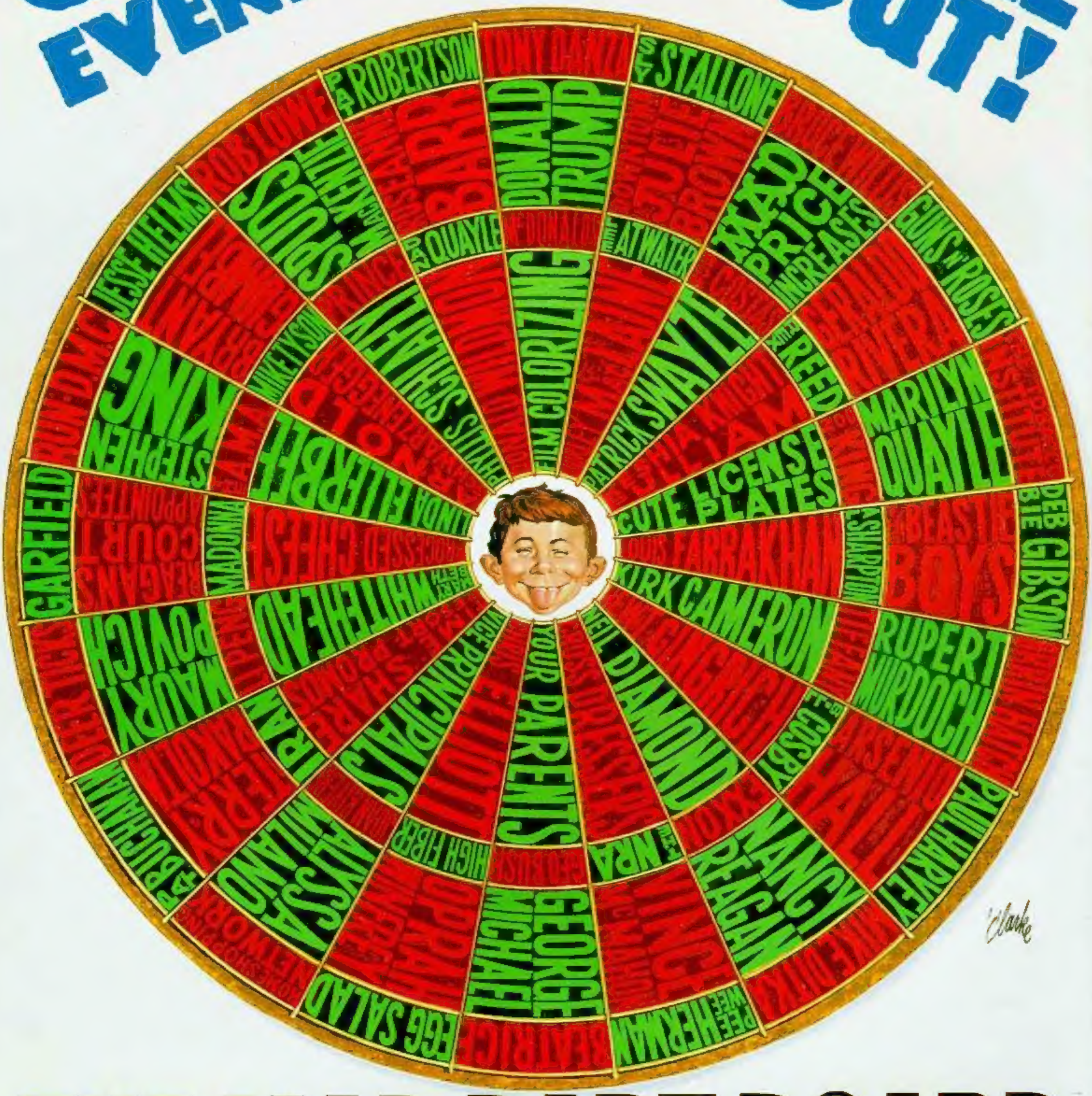
BROWN.

A ▶◀ B

GET EVEN!

FIRE A FEW WET ONES!

CHILL OUT!



THE MAD DART BOARD